

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

September 4 1982

A slight move
to Sunday
trading — but
I say "no"

Only fittest
pharmacies
will survive
say Nielsen

Drug delivery:
new system
explained

C and D Assistant
of the Year:
first winner

Photography
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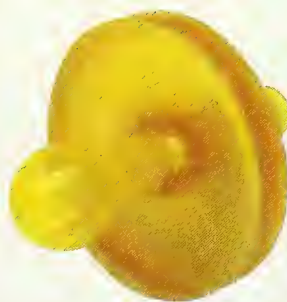
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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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COMMENT

Sunday...

Retail pharmacy has moved a little towards the acceptance of Sunday trading — but is still more than three-to-one against.

Returns in *C&D*'s survey are showing remarkable consistency in how the different interests, such as managers v proprietors, and the different turnover groups, vote on the issue, with the percentage returns very similar for those favouring Sunday trading and those against.

Surprisingly, perhaps, 27 per cent of managers responding favoured Sunday trading, compared with 23 per cent of proprietors (in the case of both for and against, proprietors submitted about 80 per cent of the forms). More to be expected is the finding that 90 per cent of those in favour want the decision on trading to be left to traders themselves, whereas less than one-third of the "anti's" were willing to allow this — opinions were evenly divided on whether local authorities or the Government should have control.

Four out of five of those in favour would like to see total abolition of restrictions on trading, but if there is to be a change, over 80 per cent of those against would wish to see it limited to the removal of anomalies (though one respondent added that doing so would only create more).

In the event of restrictions being removed, 10 per cent of proprietors opposed to Sunday trading would take the opportunity to open occasionally, such as pre-Christmas. However, the others would not open at all — we found only one in this group who would join the openers every Sunday. In the pro-Sunday group, 50 per cent would take advantage of the lifting of restrictions on an occasional basis — but 12 per cent would open every Sunday.

Sample differences between the two groups which do emerge are all as might

be expected: 15 per cent of the pro-Sundays open now, against 3 per cent of the anti's; 23 per cent of the pros are in holiday resorts against 9 per cent of the anti's; 21 per cent of the pros have a majority of their business in non-traditional merchandise, against 7 per cent of the anti's. However, there were actually more "mini-multiples" among the anti's than the pros.

Turnover of the individual shop or group seems to make very little difference to opinions, our survey suggests.

C&D's previous survey was carried out in February 1979 and showed only 17 per cent in favour of Sunday trading — this time it is up to 23.5 per cent. Our new sister paper *Large Mixed Retailing*, reports in its first issue on a survey of 38 major retailing groups — most would be unwilling participants in Sunday trading but would be guided by consumer demand if the law were changed. Boots are said to have "no firm policy as yet" and Medicare "have no plans for Sunday trading". Comet, however, report that in certain Scottish branches (where Sunday opening is permitted) "it has proved our second biggest trading day".

Survey forms were still being received as *C&D* went to press this week and we would like to thank all those pharmacists who have taken the time and trouble to send them in. All will be included in the final statistics, which will be made available to organisations making representations to the Government on the issue. If your opinion has not yet been expressed, you will find the survey form in *C&D* August 21, p295. Some of the opinions submitted with forms already received are published on p371 of this issue.

Pharmacies face 'uphill battle' say Nielsen

Most of the new pharmacies that opened up in 1981 were independents and such "activity" was most noticeable in urban areas, particularly in the London region. However, they face an uphill battle and only the fittest will survive, say Nielsen in a review of retail pharmacy in 1981.

These new independents will not lack for support from manufacturers and wholesalers, they continue, but the reduction in the rate of closures and the increase in the rate of openings, should be viewed against the background of the high level of unemployment and fewer opportunities in manufacturing industry. In 1981 there was a net increase of 88 pharmacies, the first year since 1954 that an increase occurred with 341 pharmacies opening up. In this context the retail side may have proved more attractive to recently qualified pharmacists.

Nielsen note the National Pharmaceutical Association's intention to mount a major advertising campaign designed to "re-educate the public" about the pharmacists' ability to recommend medicines and to give general advice about common family health problems which need not be referred to a doctor.

They also list the various openings up of pharmacies within supermarkets.

At a time when there is little real growth in consumer spending it is not surprising that the major retailing groups seek growth by extending their range into new areas, they say. It may be that these trends will, in time, lead to a greater concentration of pharmacy businesses in fewer, larger stores.

Turnover trends

Nielsen estimate annual turnover of retail pharmacies in Great Britain (excluding Boots) was £1,621m in 1981, an increase of 12 per cent on the year before.

Once again it was NHS turnover which made the main contribution to this increase. NHS remuneration increased by just under 17 per cent over the year and as a result the NHS share of retail pharmacies' turnover increased significantly to 65.5 per cent.

The increase in prescription charges, to £1 per item with effect from December 1980, appears to have contributed to a reduction of some 2-3 per cent in the total number of prescriptions dispensed in 1981 compared to the previous year. So, although negotiations with Government have led to improved compensation to

retail pharmacists for providing the dispensing service, the risks of relying on this source for two thirds of revenue continue. The overall risk to pharmacies' business is underscored by examining the "counter turnover" performance of retail pharmacies. Sales increased by only 4 per cent on the previous year which, set against the overall inflation rate of 11.9 per cent (or 11.4 per cent — for medicines, surgical etc goods and toiletries — general index of retail prices), clearly indicates that retail pharmacies suffered a significant volume fall in this sector.

The competition faced by pharmacies is shown by a study of the sales of ten product categories — bath preparations, external deodorants, first aid dressings, tooth brushes, hair setting agents, razors, razor blades, sanitary towels and tampons, shampoos and toothpastes — through pharmacies (excluding Boots), six major multiple grocers and all drug stores and other grocers. The six multiple grocers increased their share of sales to 27.1 per cent (25.6 in 1980) and made them through less than 3,000 stores — almost equal to the 27.3 per cent sales (28.6 per cent) achieved by all retail pharmacies through 9,500 outlets.

Overall sales of proprietary medicines increased by some 15 per cent on the year before, indicating that pharmacies enjoyed some real growth in this traditional area of strength. It is quite possible that this relative buoyancy may have been helped by a greater tendency towards self medication resulting from the dramatic increase in prescription charges.

Nielsen conclude . . .

If retail pharmacies continue to rely on the NHS for an ever increasing proportion of their turnover, then their viability will be influenced by the extent to which payment for the NHS work is kept in line with inflation. Many, however, may seek to lessen this dependence and increase their counter turnover backed by the NPA and other voluntary trading organisations. They will certainly wish to use their professional knowledge in the sale of proprietary medicines.

But their trading skills in seeking out and selling categories for which there is increasing consumer demand will be vital. With selling space at a premium in most independent pharmacies, diversifying into new fields is not always a practical proposition. However, in their fight for

increased turnover and margins, we may well see more pharmacies experimenting with categories they have not previously contemplated — like wine making kits and cassette tapes for example.

Patient-advisory role questioned

Two proposals to give the pharmacist more of a patient-advisory role come in for criticism in last week's *General Practitioner*.

On the National Pharmaceutical Association's proposed advertising campaign it is said that some of the new roles being suggested for the chemist — such as giving contraceptive advice and taking blood pressure measurements — might well raise medical eyebrows. However, the pharmacist's willingness to undertake those roles is also questioned: John Harris of the Health Education council is quoted as having found from a survey that pharmacists may see health education "as more concerned with the displaying of posters than an active commitment to the provision of advice and information."

GP reporter Judy Kirby concludes: "Putting up anti-smoking posters on the shop wall and advising on the best remedies for coughs and headaches may be one thing, but do chemists want to be led into the territory of the walk-in clinic, with all that goes with it?"

The same writer comments on the Family Planning Association's intention to involve the pharmacist in giving advice on contraceptives. The British Medical Association is said to have greeted the suggestion cautiously and a GMSC member, while accepting that patients could be told what methods were available, added that "if they will be giving advice on medical forms of contraception like the pill, which needs advice on side effects, then it's a different situation altogether."

Food poisoning

A guide to the causes and control of outbreaks of food poisoning has been published by the Department of Health. The memorandum was first issued in 1935 and last updated in 1958. The new edition contains up-to-date information about recently identified causes of food poisoning and the statutory requirements and powers. A comprehensive list of the types of food poisoning is included. "Food Poisoning — the investigation and control of food poisoning in England and Wales", HMSO £2.80.

'Service' breaches study by DHSS

A study of recent trends in the levels of cash deductions from fees due to family doctors, dentists, pharmacists and opticians in cases where they have been found to be in breach of their terms of service, has been set up by Mr Geoffrey Finsberg, Under Secretary for Health.

The study, which is due for completion in September, will be carried out by the DHSS. Covering the past three years, it will look at recommended levels of deductions in relation to the seriousness of the breach, the incidence of previous breaches, the relevance to a practitioner's earnings and changes to the value of money.

Mr Finsberg said the number of family practitioners' services complaints investigated under the service committee procedures was consistently very low indeed. Nevertheless, where breaches of terms of service were established it was important that withholdings should not simply be token ones. Ministers wished to be sure that a consistent approach was being adopted throughout the country and that where breaches occurred, the deductions were made at a level which was appropriate in all the circumstances.

Human and animal Orders to separate

Statutory Instruments issued under part III of the Medicines Act should in future deal with human and animal medicines in separate documents, according to proposals issued in a consultation letter (MLX 143) being circulated to interested organisations.

Orders having become increasingly complex, it is now proposed, as a first step to effect a complete separation of the human from the veterinary components of the Medicines (Prescription Only) Order and of the Medicines (Pharmacy and General Sale — Exemption) Order.

One effect will be to reduce the size of the individual instruments and therefore the administrative burden and cost to people and organisations interested only in human or only in veterinary products.

The separation of responsibilities will enable the Health and Agriculture Departments to respond "more readily and with a greater degree of flexibility" to the need for amending legislation. It is intended that the human and veterinary components of the GSL and other Orders also be separated.

MLX 143 also clarifies consultation procedure on POM Order listings. Where a product is to be listed by its proprietary name in Part III of Schedule 1, the proposal to list it will still not normally be included in a consultation letter in advance of marketing, without the

1982 CHEMIST ASSISTANT OF THE YEAR COMPETITION

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PRODUCTS

First regional winner

With the regional finals now underway results and pictures are coming through. At the Leicester heat the winner was Rosemary Ann Walker of J&A Chambers, Hinckley and second place

went to Jane Payne of Castle Pharmacy, Hinckley. Margaret Humpage was third and works in the Beirne and Watts Pharmacy in Dunston, Northampton. All assistants attending the regional finals will be presented with an Aynsley China Bowl of Flowers by a representative from Tampax who are donating them to the contestants.

Right, Rosemary Ann Walker being presented with her Aynsley China Bowl (pictured below) by a Tampax representative. All assistants attending the regional finals will receive a similar prize. Below right: The three prizewinners — Rosemary Ann Walker (centre), Jayne Payne (right) and Margaret Humpage. Bottom: The eight regional finalists



company's agreement. But in future, where a substance whose British Approved Name has been published is to be listed, the Department will feel free to consult about the proposal to list it, whether or not any product containing it has been marketed in the UK.

Consolidation of amended Orders is expected with the publication of new principal SIs operative early in 1983.

■ Unichem's own travel agency, Soler Touriste, which has a special department dealing with the bookings of member pharmacists, has won Thomson Holidays' Agent of the Month Award for "exceptional sales and service to holiday makers".

Community Pharmacists

An important announcement from WinPharm

In accordance with our policy of "working with pharmacy for a healthier future", WinPharm is anxious to provide practical assistance to community pharmacists who wish to become members of the College of Pharmacy Practice and play a full and enthusiastic part in its activities.

WinPharm believe that the College of Pharmacy Practice has a major role to play in the development of the profession and would like to make available to community pharmacists those resources and facilities which are usually more readily available to industrial or hospital pharmacists.

With the agreement of officials of the College, WinPharm is offering practical assistance to any community pharmacists who are student members and eligible to take the Part 1 examination in October 1982.

If you are one of those pharmacists, please contact us now to talk about how we can help you.

Write to Bernard Hardisty F.P.S., M.C.P.P., Managing Director, WinPharm, Sterling-Winthrop House, Surbiton-upon-Thames, Surrey KT6 4PH or telephone: 01-399 5252.



WinPharm

Working with pharmacy for a healthier future

Why C&D subscribers are three to one against

C&D's Sunday Trading survey clearly shows that the issue continues to raise passions. Many of the forms returned have been accompanied by added comments or letters, a selection of which are reproduced on this page. Most are anonymous (the form requested confidential business information) but the first well-argued case is signed by Mr G. N. Poyser, MPS, of South Normanton, Derby.

Demand — or need?

The reform of the Sunday trading laws is of course supported by MORI polls among customers (who, as we know are always right), consumer organisations, and certain business interests. The proposed changes are to give more choice and greater convenience to the customer and housewife.

Surely this is a nonsense at a time when there have never been more of the population out of work and when the hours of work for most of those in employment have never been so short or involving so few days.

One can well imagine that the absence of Sunday shopping might well be an inconvenience to a person who, through lack of foresight or upon sudden whim, finds himself without some trifling commodity on a Sunday. This of course gives rise to customer "demand", but if *demand* is to be of paramount consideration, shops will soon be open 24 hours a day throughout the year. I would suggest that the true level of *need* rather than of demand is indicated by the very few persons who normally enter a village pharmacy during the Sunday rota hour. Except in the rare instance of an epidemic this is, in my experience, minimal.

It will no doubt be argued that reform of the law will not "enforce" but "permit" Sunday trading. Make no mistake, however, if Sunday trading becomes established commercial pressures will grow to force us all in that direction.

The small "one-man" pharmacy is particularly vulnerable. With the legal requirements of pharmaceutical supervision Sunday trading will remove from the pharmacist the one day upon which he has any degree of personal freedom. In pharmacy it will not be possible to close on other days of the week and costs will inevitably rise. At the present time it is almost impossible to obtain good staff prepared to work on Saturdays — which they regard as anti-social hours. Staff will not take lightly, if at all, to Sunday work. And do not forget

that these people are also customers and housewives whose opinions should be sought and respected.

Mr Ian Sproat quotes the convenience of the long trading hours provided by certain Asian traders. Conditions in some areas of dense population supported by ethnic groups may be conducive to this type of trading, especially where the retailer has full family involvement.

In the bad old days before racial discrimination was abolished exploited workers were said to "work like blacks". Before seeking to impose these conditions upon the retail trade Mr Sproat, Lady Trumpington, and their intellectual friends should have a go. Let them abandon the cosy world of Parliamentary recesses, fact-finding trips, entertaining tours of town or country, family holidays, or even the odd day off to relax at home with family and friends. Let *them* personally put in a stint of twelve hours a day behind the same counter every day of the year for say five years. Then let us hear their revised opinions.

G. N. Poyser, MPS.

Manager's view

Some comments from a shop manager may be of relevance here. If Sunday trading is allowed, a lot of owners will want to open their shops — they have rising rents and rates and the recession to contend with. Managers and also other staff may then often have pressure put on them to work on Sundays (the "well if you can't, then I'll have to get someone who will" approach or, "I can't afford not to open as X down the road is"). Already managers and staff work on Saturdays for no extra money (unlike bank employees!). Most other workers and children have Saturday and Sunday off. If forced to work on Sunday they would have very little time with their families and probably very little choice about it because they need their jobs. So please don't let's start generalised Sunday trading: it's not necessary for most people and will further exploit the most put-on group of workers in the country — shop workers. (NB I do not belong to a trade union!).

Back to slavery

I do not agree with Sunday trading other than rota duties. In my early working days I recall the week hours were 8am to 8pm (Saturday 8am to 10pm) and apprentice classes had to be fitting in above that. Great mention is made of Asian shops, but it is not generally known that the whole family work in the shop and the individual's shop hours may be four to six. Those who demand shops stay open longer hours are usually on strict "9 to 5" union hours, and if asked to work longer to clear any back log they either demand more pay or strike. The older generation of pharmacists have done their share of slavery and have no wish to see it return.

Legal logic?

I open when required on Sundays, but only for the rota hour, which in my community is on alternate weeks. I can justify the sale of any item on medical grounds using the following logic: Failure to sell a packet of baby milk will cause the baby to become ill, hence it is used for prophylaxis of illness (in the same way as a vitamin tablet). Failure to satisfy a customer's request for other non-medical items eg film, hairsprays, etc, would result in a sense of confusion, frustration or arrogance in the customer; hence the sale has the same effect as dispensing diazepam tablets for the same customer, producing a calming, relaxing effect. Logical!

Points

Living on the premises I supply baby milk on Sundays anyway. I get one-and-a-half days off a week and one week's holiday per year — what do they want, blood?

☐ The anachronism of the situation is that Barclays Bank are giving staff the following for *anti-social* hours working on *Saturday mornings*: Lowest paid £25; highest paid £40.

☐ I cannot see how pharmacies can extend their hours for a share in an already limited cake and remain viable with the increased overheads involved. God knows, we're finding it tough going already.

☐ Is the general public of this country so bored with themselves that all they can think of doing on Sundays is going to the shops?

☐ If 99 out of 100 shops in my area opened on Sunday for general sales, this pharmacy would *not*, while I control it.

☐ My objections to Sunday trade are based on:- (a) religious beliefs; (b) the sociological and psychological need for one day (any day) off a week to be different from others; (c) the fact that, owing to the peculiar regulations surrounding the presence of a pharmacist, while staff would have to be allowed time off, the pharmacist would find himself on duty for seven days a week. In many areas locum cover would be impossible.

... and those 'for'

☐ As an ex-district councillor and ex-vice chairman of two planning committees, then if the local authority says it is a shop, leave the decision on opening to the decision maker — the shopkeeper! There isn't an exploitation of workers. And people living near know shops are there when they buy, hence they can't claim "nuisance value"!

☐ It would be appropriate for doctors to be required to provide full surgery advice on Saturdays and Sundays. The current situation is a farce.

See also Comment p367.

TOPICAL REFLECTIONS

By Xrayser

Unfair

I am fascinated at the continuing furore following the fine of £6,360 on Maltown Ltd, of Harrogate, for selling, supplying and importing products without a product licence. I do not understand about product licences, since I do not have one — though I supply and sell products.

The owner of the company intends to campaign to have changes made in legislation, because the judgment against him is in breach of the spirit of a judgment in Luxembourg which, he suggests, says in effect that if manufacturers refuse to produce the documents needed for an application for a product licence, this should not be a reason for preventing any trader importing that product. Interesting thought. It would appear to follow then that either the manufacturer should be compelled to cough up the private relevant documents on demand, or that a product licence, demanding such requirements is illegal, in terms of EEC regulations. I can't help wondering if Mr Town *did* apply for a product licence? And did the manufacturers refuse to supply the paperwork?

But none of this alters the facts of the matter which are that it is possible to buy drugs abroad for considerably less than they are marketed for in this country. I don't doubt that some areas require considerable flexibility in price to meet competition, so that a firm home base gives the security needed before attempting to enter difficult export areas... yet I can't help feeling the differentials are sometimes very large indeed.

Cut glass

Not one to stick my neck out or venture into controversial matters, I nevertheless can't help noticing the report published by

ICC Business Ratios which says the optical industry of Britain is at a crossroads, and likely to see its 33.5 per cent return on capital diminished by reduced demand, by government clawback of excess profits (made by supplying cheap imported lenses!) and by the entry of low-priced imports.

While one or two of us may, on occasion, have felt we might have been charged more than was strictly necessary, I would not like to see yet another of our British manufacturing industries destroyed by cut-price imports. We have seen our radio industry virtually wiped out, motor cycle production finished, cycle manufacturing under great pressure, cars costing a third more to produce here than abroad, and our native camera and binocular manufacture long since finished. For once in our lives let us look at our competitors' methods of production and marketing... and copy them.

Bubbly

We went for a picnic the other day with friends visiting Britain for the first time in years. The weather was sparkling, the place idyllic, the conversation stimulating, and the wine... you've guessed, bubbly, to mark the day. We had a lovely time. Just like Stanley Bubb, who attended the NPA annual general meeting at St Albans on July 27 and found he had the whole Board and staff to himself!

How he could keep a straight enough face to ask his eminently serious questions is beyond me, but I am glad he did, because they needed asking. There can be no doubt there was a need for an audience. Can you imagine anything more ridiculous than an annual general meeting at which only one general turns up to question those responsible to him (and to the ten thousand other generals)? The loneliness of it!

But I particularly liked the last

paragraph of his letter which dealt with the annual general meeting of NPU Holdings Ltd, which we see has a £300,000 capital of which only £40,000 is invested in ICML (along with some of mine). The rest we learn with dismay, is invested in the Stock Exchange. With very little success? Mr Bubb thinks the company has outlived its usefulness and should be wound up. He also awaits our approval. I'll tell you what — he's got mine.

PEOPLE

Top BL post for Bide

Sir Austin Bide, chairman of Glaxo Holdings, is to become non-executive chairman of British Leyland when Sir Michael Edwardes leaves the company on November 8. Sir Austin, currently non-executive deputy chairman of BL, will receive £65,000 per year in this new part-time position, retaining also his salary as chairman of Glaxo. His primary role at BL is expected to be steering the company towards full private ownership. Sir Michael's former executive duties will be split between Mr Ray Horrocks and Mr David Andrews.

Deaths

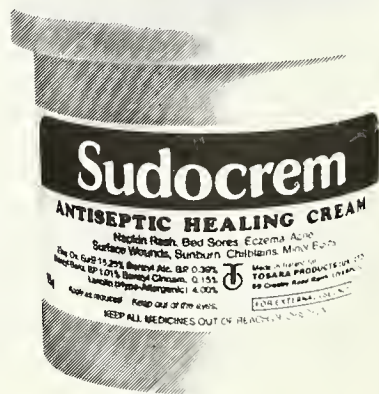
Duffy: Suddenly, after a short illness, Mr George Valentine Duffy, MPSNI, of 27 Ferryquay Street, Londonderry. Mr Duffy qualified in 1939, working originally in the pharmacy of his father-in-law, Mr J. F. O'Donnell. He opened his own business in Londonderry in 1941, adding a second pharmacy at 68 Racecourse Road in 1971. He is survived by his wife Agnes and six children. **Mrs M. Stewart**, secretary of the Ulster Chemists Association writes: "Mr Duffy was a very well known and respected pharmacist in Londonderry and was secretary of the local pharmaceutical committee in the city for many years."

Don't you think his skin deserves a little protection?

One antiseptic healing cream gives babies all the protection they need. It's Sudocrem. Specially made to soothe sore skin. Recommend it for nappy rash, knowing that many doctors and health visitors do the same. Display it, knowing it leads to high demand — and even higher profits. Make sure you keep Sudocrem in stock. To give your customers the protection they deserve.

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COUNTERPOINTS

TV push for Scholl in Spring

Scholl are to use two television campaigns with a total spend in excess of £1 million during 1983. The exercise sandal campaign breaks in the Spring and is followed by television advertising for Soft Step sandals in the early Summer months. Both will associate Scholl footwear with an active healthy life style.

The 1983 Scholl range features several innovations both in the exercise and Soft Step ranges, says the company. There is a new flexible exercise sandal (£15.99) with a stylish sporty look. Available in one shade, copper only, it has a scooped wedge base that flexes behind the toes in walking for mild, natural exercise.

A slimmer higher heel is one of the design features of three new styles in the fashion range all using beechwood bases. One is a mule with perforated uppers in butterscotch, another with a decorated-leaf motif in sage and the third, an ankle strap sandal in navy (£18.99). Towelling sandals are available in one new colour, poppy, retailing at £11.99.

Six styles are available in the Soft Step range featuring both ankle-strap, adjustable and non-adjustable designs (£17.99-£19.99). POS material will be



available to support the range.

Scholl say the sandal business rose by 14 per cent during May/June this year compared to the same period last year. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Younger emphasis in Ulay campaign

Richardson-Vicks are supporting Oil of Ulay with a television advertising campaign worth over £1 million between now and Christmas. Two new commercials will be shown week commencing September 6, continuing the theme of the promise of young looking skin, but with a younger emphasis. The campaign will run in the London, Grampada, Southern and Midlands regions for a month, and will then continue through October in all other regions. *Richardson-Vicks Ltd, Whitehall Lane, Egham, Surrey.*

Crookes incentive to display

Crookes Products have launched a promotion to encourage counter display of One-A-Day, Karvol and Strepsils. The "Go For Gold" competition's first stage offers a total of £50,000 in prizes — all of which have a golden theme. First prize is a

£2,500 holiday for two in California's "golden triangle", taking in visits to San Francisco, Los Angeles and Las Vegas. Runner-up prizes in this stage include 20 £250 Harrods gift vouchers, 20 gold sovereigns valued at £100 each and 200 gold pens, each worth £20.

Every retailer who takes and displays



the Strepsils dispenser unit and the Karvol showcard will receive two entries to the competition. Displaying the Crookes-One-A-Day unit also entitles the retailer to two entries. Details of the second stage of the competition will be released in October or November, with the third and final stage — following at the beginning of 1983. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

WHC publications

Women's Health Concern have recently published one new book and updated another.

"*Feminine Hygiene*" by Geraldine Swyer, consultant endocrinologist and chairman of WHC, is a new publication which explains how to maintain an optimal state of health as far as personal hygiene is concerned. It includes advice on menstrual hygiene and is sponsored by the Association of Sanitary Protection Manufacturers.

"*The Menopause*" second edition, by Mr John McQueen, consultant gynaecologist, updates information on all aspects of this subject and gives lists of NHS and private medical facilities offering help and guidance for women. Both books are available from the WHC Office, 16 Seymour Street, London W1H 5WB. (£1 postage stamp for each book).

WE'RE BACKING YOU WITH £1.5 MILLION ON TV.

We're mounting an exciting new T.V. campaign for All Clear spending an impressive £1.5 million before the end of the year.

It will give viewers a powerful demonstration of just how All Clear gives dandruff the full treatment. With its new double action, it leaves hair in beautiful condition while it clears and controls dandruff effectively.

It will certainly give the competition the full treatment. And provide you with unprecedented T.V. support.

Make sure you take full advantage of it. Stock now!

BIGGEST BRANDS ✓ BIGGEST SALES ✓ BIGGEST PROFITS ✓



£15 million campaign will put your customers clearly in the picture.

OM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS** ✓

Dietary supplement with fish lipid concentrate

Seven Seas Maxepa is a new dietary supplement containing a natural triglyceride concentrate of selected marine oils (35 soft gelatine capsules, £3.95).

The product is a source of two omega-3 fatty acids — EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid), found only in fish and from marine animals that feed on fish. It has been suggested that increasing the dietary intake of EPA could offer an approach to the prevention of cardiovascular disease; EPA breaks down to prostaglandin derivatives which cause less platelet aggregation than those derived from the usual source of arachidonic acid. Maxepa, however, is not yet licensed as a medicine.

The launch will be supported by an advertising and public relations programme starting in October; details of leaflets, dispensers and special offers will be available shortly. The packs are available in outers of six. *British Cod Liver Oils Ltd, Marfleet, Hull.*



Maxepa, the new fish lipid concentrate from Seven Seas

Numark hold prices

The next Numark price freezer campaign will run in-store from September to December inclusive, when Numark guarantee to hold the prices of each product for the duration of the campaign. Merchandising materials will, again, be in red, white and blue and will consist of a shelf card and stack card for each product plus a window poster. The price freezers are Bic disposable razors, Radox herbal bath, Cameo press-on towels (super and regular), Aquafresh toothpaste and Silvikrin shampoo. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*

Freflo teats to fit all feeding bottles

Griptight have introduced a new range of Freflo teats which are designed to fit any make of wide neck feeding bottle. They are supplied in strong, hygienic, see-through blister packs, with an eye-catching display carton in Griptight's new colours of blue and yellow.

The carton contains 36 single packs (£0.21) or 20 double packs (£0.36). New packing for the Freflo bottle range is to be announced shortly. *Lewis Woolf Griptight, 144 Oakfield Rad, Selly Oak, Birmingham 29.*

Betamin promotion

Bentamin, a mineral and vitamin appetite suppressant, is being promoted to the chemist trade through distributors Interhealth. For every six bottles bought, one will be given free. Promotional material, including weight loss cards and a counter showcard, are being prepared. *Interhealth Ltd, Phoenix Works, Davis Road, Chessington, Surrey KT9 1TH.*

Emergency repair for the teeth

A treatment for toothache and lost fillings has been developed by Dental Projects (Laboratories) Ltd. Toofy Pegs (£1.30) may be used on natural teeth and includes a pain killing tincture, tablets to disinfect the mouth and temporary filling material for sealing the cavity. It is intended for

emergency use only and the company advises a visit to the dentist should still be arranged.

A cure for loose dentures is the second product launch by the company. Permasoft (£1.74) is described as a soft lining for dentures which lasts up to six months. It can then be removed and replaced with new soft material or left in place as a semi-permanent relined.

Both products are packed in outers of six and a bonus of seven as six is currently available. *Dental Projects (International) Ltd, Blakesley Lodge, Green Street, Sunbury-on-Thames, Middlesex.*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Askit powders:	Sc
Crest toothpaste:	All areas
Harmony hairspray:	All areas
Hedex:	All except B
Impulse:	All areas
Jo-ba natural hair products:	Y
Metamucil:	NE
Mystique:	All except Ln
Paddi Cosifits:	All areas
Panache:	All areas
Philips Air Cleaner:	All areas
Radox:	All areas
Rennie indigestion tablets:	All except U
Robinson's baby foods:	All areas
Sure deodorant for men:	All except So
Tweed:	All areas
Zest toilet soap:	All areas



COUNTERPOINTS

Pharmacy lead for Moncler say Roche

Roche are introducing a new point of sale stand for Moncler Derma. Available in black or white the stand comes complete with header board. The company claims Moncler Derma is now brand leader in pharmacies with a sterling share of 22 per cent and says it will continue to be sold through chemists "as we are convinced that this is the proper environment for it". Chemists, they continue, currently account for 85 per cent of spot product sales.

National television advertising is again underway and a radio campaign will run through to the end of the year on Luxembourg and regional stations in London and Scotland. Roche claim that demand for the product quadrupled during the previous television campaign and suggest a minimum of three months stock be held.

Closing date for the trade competition for sales assistants is September 15. Ten questions based on the skin care booklet



have to be answered. The two first prizes are an all expenses paid trip to London and there are consolation prizes of £15 gift vouchers. *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.*

Rochas presentation

Rochas have modified the presentation and packaging of their parfum de toilette and eau de parfum. The new style fluted-

glass bottles are designed to be light and fit easily into the handbag. The sprays will replace the old-style atomizers. Packaging comprises a black lace design for Femme, golden tapestry for Madame Rochas and claret-coloured lacquer for Mystere de Rochas. Prices are £21.50 and £14.50 for the 100ml and 50ml sizes of Femme and Madame Rochas, and £23 and £16 for the Mystere de Rochas. *Rochas Perfumes Ltd, 27 Grosvenor Street, London W1X 9FE.*

THE LOW COST OF THE TREWAX WHIRLWIND NOW BRINGS A HARD FLOOR SCRUBBER/DRIER/POLISHER WITHIN REACH OF EVEN THE SMALLEST BUSINESS.

**NOW
ONLY
£319
+ VAT**

Are you one of the many companies trying to find ways of reducing ever-increasing overheads? Are, for example, your cleaning costs getting out of hand? The new Whirlwind will not only substantially reduce the cleaning costs of your premises, but it is also the only machine in its class that enables you to handle a whole range of floor cleaning tasks from scrubbing to drying to polishing.

How does it work?

The Whirlwind is for use on any swept smooth floor and dispenses cleaning fluid direct to the brushes.

Scrubbing, vacuuming and drying takes place in one sweep of the machine.

A selection of brushes allows you to cope with anything from quarry tiles or uneven floors to simple scarifying. Change to light pads and the machine spray buffs or polishes to perfection dispensing a water/polish mixture from its tank, or finishing polish applied by other means.

Versatile

The Whirlwind has a track of only 32cms which makes it ideal for cleaning around furniture, into narrow aisles or

operating theatres.

Disinfectant can be dispensed with the cleaning fluid for efficient sterilisation.

And because the Whirlwind is such a lightweight it can be operated with ease by almost any of your personnel.

Find out more about the most competitively priced scrubber/drier/polisher on the market today. Post coupon now for details.

Whirlwind

Trewax Manufacturing Limited,
Unit 11, Cradock Road, Luton LU4 0JF.

Coupon to Trewax Manufacturing Limited,
Unit 11, Cradock Road, Luton LU4 0JF.

Name

Address

Postcode

Type of Business

Tel. No. CD1



"To be taken three times a day after meals?"

From the oceans of the world comes a different kettle of fish. MaxEPA.

Oily fish provides the best source in the world of two very important polyunsaturated fatty acids called EPA and DHA.

EPA is a vital component of blood, and is converted in the body to hormone-like substances called prostaglandins. DHA is an important component in the structure of the brain, nerves, heart and eyes.

Unique Source of EPA and DHA.

Now MaxEPA provides the unique fatty acids EPA and DHA in standardised form.

These Omega-3 fatty acids, EPA and DHA, are found only at relatively low levels in western diets. It is thought that a good dietary supply of these factors may be important nutritionally.

One Capsule Doubles Intake.

Seven Seas MaxEPA enables your customers to significantly supplement their diets without consuming large quantities of oily fish.

One capsule approximately doubles the daily western dietary intake of EPA.

Successful Research All Over The World.

Seven Seas MaxEPA has been successfully researched in universities and nutritional centres throughout the world, and has been shown to be an effective natural concentrate of these important fatty acids.

Get A Bite.

Your customers are going to be looking for Seven Seas MaxEPA. It is a natural product and a natural salesmaker. Be sure you have Seven Seas MaxEPA on prominent display.

Seven Seas MaxEPA. The natural product.



Seven Seas Health Care Ltd.,
Marfleet, Hull HU9 5NJ. Tel. 0482 75234

Loctite look for chemist outlets

Chemists are a natural outlet for glues, according to Loctite UK, the market leaders. The reason is that women are fast becoming the dominant buyers of glues for home repairs — a fact revealed by the company's research in April this year.

In addition to going for new outlets frequented by women — grocers and confectioners as well as chemists — Loctite are planning to capitalise on the trend with redesigned packaging which will appeal to women and which will also "end the confusion felt by all buyers over the type of glue to use". A £1m publicity campaign, starting mid-September, will emphasise the proven strength of adhesives.

The new blister packs show female hands applying the adhesives to repair easily identifiable household articles. Limitations of each adhesive are listed on the packs to help improve customer satisfaction with the products.

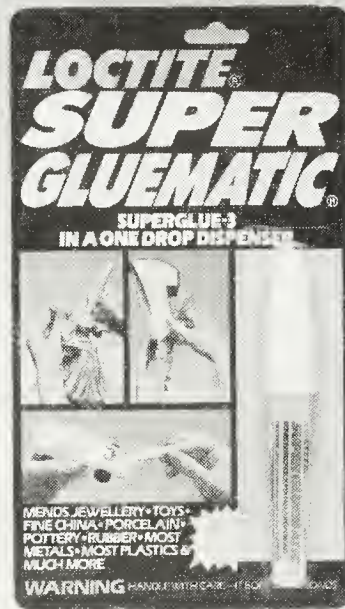
Advertising will have the theme "Strength at work" and will use television, 48-sheet posters, national newspapers, magazines and women's Press (a typical copy line will be "How Loctite can give you the strength to beat your husband"). Below the line there is sponsorship of the Thrust 2 jet car world land speed record challenge and a show jumping team.

Schwarzkopf push haircare trio

Schwarzkopf are to give heavyweight support to Batiste, Corimist and Paletta during Autumn. For Batiste there will be a new television campaign in the London and Yorkshire television regions commencing September 20 and running for four weeks.

The commercial shows four model girls each with a greasy hair problem depicted by high fashion hats with a frying pan, oil can and a bag of chips design. The Batiste women's Press campaign will continue and during September and October there will be special value packs of 200ml regular shampoo and 100ml conditioning rinse banded together. Special offers will also be available in both sizes of Batiste dry shampoo and a 20ml phial of Batiste frequent wash shampoo will be the on-cover offer for the October issue of *Look Now* magazine.

For Corimist, each pack of 100ml shampoo and conditioner, hair set, quick set and spray tonic will carry a book of four coupons offering 10p off different



The adhesives market (excluding wallpaper adhesives) is said to be worth £35m at rsp, but is highly fragmented among the numerous brands. Loctite offer a six-product household range (including Super Glue-3) and a new fast-setting two-part adhesive, Tough Bond) and are expecting some chemist wholesalers to take the products into stock. A loaded four-peg counter merchandiser will be available soon at around £25 trade. *Loctite UK, Watchmead, Welwyn Garden City, Herts AL7 1JB.*

Corimist products and Paletta colour sets are being promoted at £0.39. The blow dry spray and hair set will also be on special offer at around £0.60 in a new self-merchandising unit. *Schwarzkopf Ltd, Penn Road, Californian Trading Estate, Aylesbury, Bucks.*

Sammi expand ginseng ranges

Sammi have expanded their range of ginseng skin care products. In addition to the introductory collection (*C&D* April 19, 1980) there is now available a cleansing foam (£5.25), skin softener (£5.80), toning lotion (£5.80), moisturising cream (£8.00), body moisturiser (£5.50), bubble bath (£7.30), and bath oil (£7.90). *Sammi Ginseng Products Ltd, 62 High Street, Banbury, Oxfordshire.*

Win Orient Express trip — on generics!

Evans Medical and Vestric are joining forces in a trade competition — with a trip for two on the Venice-Simplon Orient Express as the prize — designed to draw attention to new low prices available on Evans standard and generic drugs, when ordered through Vestric branches.

The competition involves estimating some prices that were charged for generics in 1939 — the entry form reproduces part of the 1939 Evans Sons, Lescher & Webb price list and asks for six prices, from current items such as codeine linctus to the now-departed mist influenza conc. The competition runs until December and the winner will receive £1,000 spending money in addition to the trip.

PRESCRIPTION SPECIALITIES

Halperidol in depot injection

Janssen Pharmaceutical have introduced a depot injectable form of the anti-psychotic drug, haloperidol. The injection has a four week duration of action and has been shown to be more effective at lower dosage than oral haloperidol, and to have a lower incidence of side effects, the company says.

Experience in over 700 patients has demonstrated that the drug improves the mental status in chronic schizophrenic patients previously on oral anti-psychotics without increasing extra pyramidal symptoms. The preparation is at least as well tolerated and effective as other depot anti-psychotics, says Janssen, and there is evidence to suggest that Haldol may decrease the need for concurrent anti-Parkinsonian agents (possibly due to the stability of drug blood levels).

Haldol decanoate

Manufacturer Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks SL7 1ET

Description Straw coloured, viscous solution presented in 1ml brown glass ampoules equivalent to 100mg/ml haloperidol (as decanoate ester)

Indications Haldol decanoate is an ester of the butyrophenone neuroleptic, haloperidol, and is slowly released from an intramuscular depot injection. Indicated where long term maintenance treatment with a neuroleptic is required ie in schizophrenia, other psychoses (especially paranoid) and other behavioural and mental problems

Dosage For use in adults only and formulated to give one month's therapy for most patients following a single deep intramuscular injection in the gluteal region. Dosage should be individually determined under clinical supervision as response to neuroleptic drugs is variable. In mild cases and the elderly, up to 100mg every four weeks. Moderate cases, 100-200mg and in severe cases 200-300mg or more every four weeks. For patients previously maintained on low doses of neuroleptics the monthly dosage may be calculated at 20 x the oral daily dose of haloperidol or the equivalent dose of other similar drugs

Contraindications Not recommended during lactation — if use is considered essential breast feeding should be discontinued. Safety in pregnancy is not

established — there may be teratogenic effects.

Precautions Caution is advised in patients with liver disease, renal failure, Parkinson's disease, phaeochromocytoma, thyrotoxicosis, epilepsy and conditions predisposing to it. Can increase central nervous system depression produced by other CNS depressant drugs. May antagonise the action of sympathomimetic agents and reverses the blood pressure lowering effects of adrenergic blocking agents. May impair the metabolism of tricyclic anti-depressants and the anti-Parkinson effects of levodopa. Antagonism of the effect of phenindione, enhanced CNS effect when combined with methyldopa, and neurotoxic reactions to combined treatment with lithium have been reported.

Side effects As for haloperidol. Sedation may occur with higher doses and at the start of treatment. Patients should be advised not to drive or operate machinery until their susceptibility is known. Extra pyramidal symptoms occur. Acute dystonias may occur early in treatment. Anti-Parkinson agents should only be

given as required. Preliminary results suggest that withdrawal of this medication may be attempted following transfer from oral therapy. Tardive dyskinesia is common among patients treated with moderate to high doses of anti-psychotic drugs for prolonged periods and may prove irreversible.

Overdosage There have been no serious toxic effects attributed. Treatment consists of supportive measures

Pharmaceutical precautions Store at room temperature. If stored for long periods in the cold precipitation may occur which may clear on warming

Packs Boxes of 5 x 1ml ampoules, each containing 100mg of Haldol decanoate (£24 trade).

Supply restrictions POM
Issued September 1982 ■

Nolvadex in blisters

Nolvadex and Nolvadex-D will now be supplied only in blister packaging. Pack sizes and prices remain the same. *ICI Pharmaceutical Division, Alderley Park, Macclesfield, Cheshire SK10 4TF.*



Jerome Russell Cosmetics Ltd

Tanners Lane, Barkingside, Ilford, Essex. Telephone: 01-551 1027

Hair and Body *glitter* Spray

Washes and brushes out easily

Get the Jerome Russell Hair and Body Glitter bug 6 different colours — red, blue, green, silver, gold and multi-colour.

Now available in a three dozen mixed colour point of sale display unit including window sticker. Wholesale enquiries welcome.

If you have difficulty in obtaining this most wonderful Hair and Body Spray contact Mr. David Jerome.

MAIL ORDER FORM

Please send No.....Packs of 3 doz mixed Glitter sprays (as seen in advert)
At £55.06 (inc. V.A.T. Postage and Package)

ADDRESS _____

SIGNATURE _____

Please send cheque with order to:—
Jerome Russell Cosmetics Ltd.
Tanners Lane, Barkingside,
Ilford, Essex. Tel: 01-551 1027.

by Dr K.J. Hagan, Medical Information Department, M&B

New developments in delayed-release delivery

Recent events have focussed attention on problems with drugs which have been modified chemically to produce a long half-life in order to achieve once daily administration. It is preferable to modify the rate of release of drugs with short half lives to reach this goal. One such rate controlled release system is May & Baker's new formulation, Oruvail.

Oruvail contains a proven non-steroidal anti-inflammatory agent in a unique delivery system (*C&D*, August 21, p300). Each capsule contains 100mg ketoprofen in the form of controlled-release pellets. The individual pellets consist of ketoprofen overlying an inert central core, surrounded by a unique dialysing membrane. Each pellet is, in itself, a miniature drug delivery system which releases the drug in a similar manner.

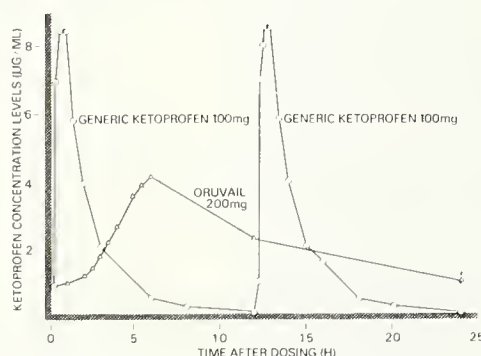
What are the patient benefits from this sort of formulation? Arthritis sufferers are familiar with the inconvenience of frequent administration of conventional preparations. Both doctors and pharmacists are familiar with the problems which non-compliance pose, particularly in the elderly. The controlled-release delivery system of the new preparation is designed so that the drug need be taken only once daily to maintain satisfactory blood concentrations.

The pattern of drug plasma levels encountered with the controlled release delivery system differs markedly from that observed with accepted therapeutic dosing regimens of the conventional agents. With the latter preparations, charted plasma levels appear as a series of "peaks" and "troughs" during steady-state. Rapid absorption of these drugs results in peak concentrations far higher than is required for therapeutic effectiveness. The peaks fall rapidly due to rapid elimination, resulting in sub-therapeutic plasma concentrations. Another dose must be taken to maintain an adequate level but again the rapid increase in concentration leads to an overshooting in the plasma levels.

In contrast, drug release from the new Oruvail formulation is observed to be smooth and controlled. In steady-state, the difference between the minimum and maximum concentrations ie. the "peaks" and "troughs", is markedly reduced. Blood concentrations are maintained within the limits required for therapeutic efficacy for much longer. Both inter and

intra-patient plasma concentrations are less variable and hence more predictable from this mechanism of release.

The release of conventional drugs directly onto the stomach, resulting in high local concentrations, is a major cause of gastric side effects. To minimise this problem many preparations are formulated in a delayed release form as enteric-coated tablets. But once the coating has dissolved in the intestinal fluids, the release of drug is identical with that of the uncoated form. High local concentrations may occur, resulting in intestinal irritation. The dissolution of the enteric coat can be erratic, and can even occur in the stomach when emptying is delayed. In some preparations the drug may leach out leaving the enteric coats almost intact and resulting in them clumping together lower down the gastro-intestinal tract. Some designs may even pass through the gastro-intestinal tract releasing little drug.



Mean plasma ketoprofen concentrations at steady-state during repeated administration of Orudis capsules (100mg every 12 hours) or Oruvail pellets (200mg once daily)

The Oruvail system is designed to avoid gastric intolerance. After ingestion, the capsule shell dissolves quickly releasing the individual pellets which are scattered in the stomach. The pellet encounters an environment with a low pH which is unfavourable to the release of the drug, because the acidic nature of Ketoprofen renders it only sparingly soluble at

stomach pH. Virtually none is dissolved inside each pellet and diffusion through the dialysing membrane cannot occur. The drug is slowly released in the favourable alkaline pH encountered after leaving the stomach. Water diffuses into the pellet under an osmotic gradient, the ketoprofen dissolving to form a saturated solution and the drug diffusing out.

Gastric intolerance is considerably reduced because there is no release of the drug into the stomach and no high local concentrations are produced anywhere in the gastro-intestinal tract. All drug release occurs by the time the pellet has passed through the tract.

Release of the drug is controlled, not only by the pH of the gastro-intestinal tract but also by the dialysing membrane itself. This is designed to imbibe water and swell at a controlled rate. As the hydrated membrane expands the pores through which ketoprofen diffusion takes place also become enlarged, and the permeability of the system increases. This effect offsets the diminished concentration gradient which arises as the ketoprofen content in the pellets falls below that able to sustain a saturated solution. The ketoprofen release is maintained from each pellet at a steady and controlled rate.

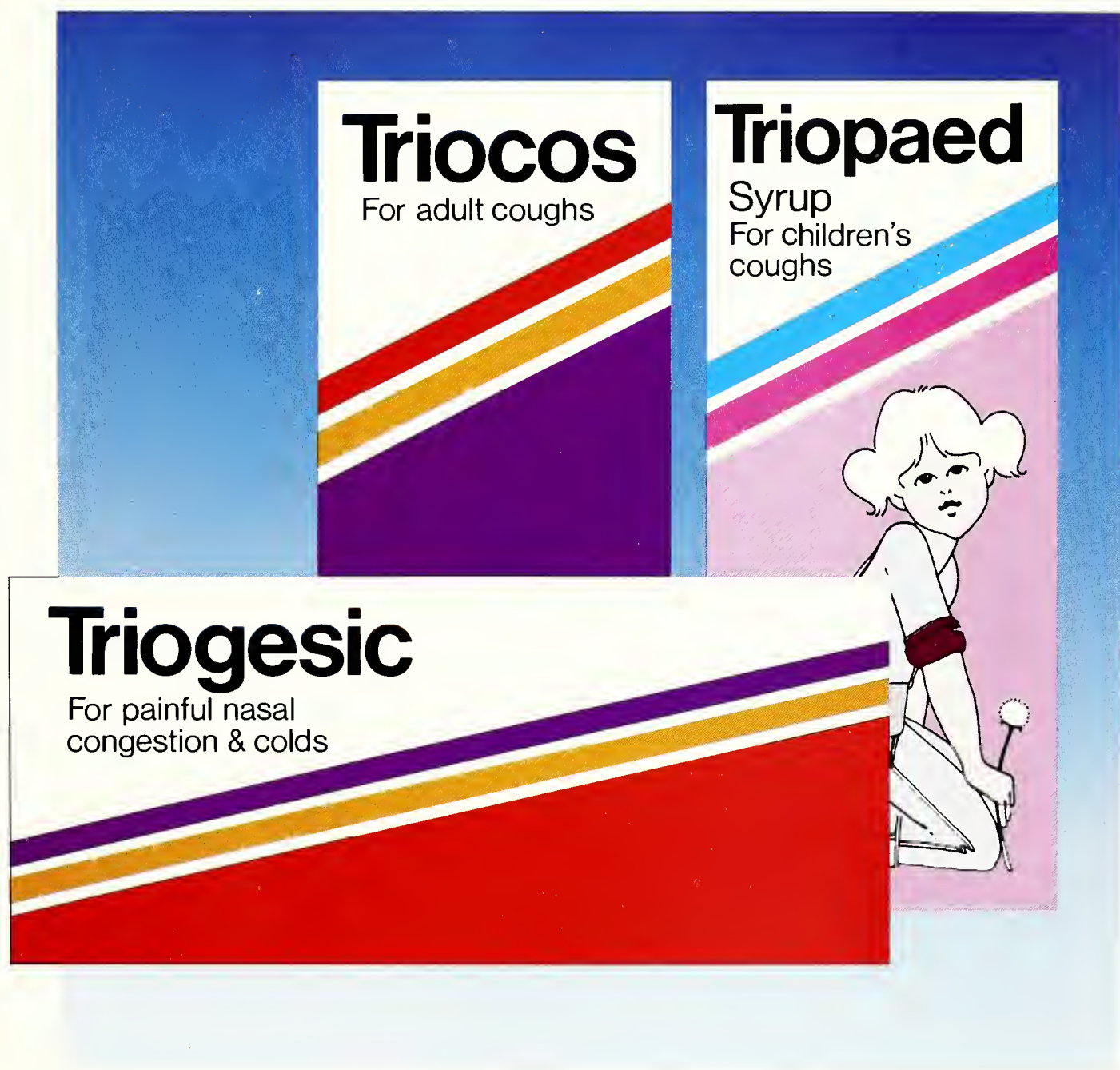
The controlled-release formulation of ketoprofen demonstrates successful physical modification of a drug with a known pharmacokinetic profile. When a drug with a short half-life is formulated into such a design there is only limited accumulation because, once released, the drug has the same characteristics as the conventional form. Accumulation due to delayed elimination, particularly in the elderly, is thus avoided along with the side-effects caused by high drug concentrations.

Other drugs could well benefit from this new technology since the membrane can be modified to adjust the rate of drug release to suit particular needs.

□ The controlled delivery system was developed by the Biovail Co, of which Professor Beckett is a director. At a Press conference held on Tuesday to launch Oruvail he explained that the membrane was made from polymeric materials and other insoluble solids, combined according to the diffusion characteristics required. Once all the drug had been released the pellets collapsed. Unlike matrix tablets there was no risk of them accumulating in the intestine.

Other benefits of the Biovail system were that it was extremely stable and had a high margin of safety because in cases of overdose an emetic could be given or diarrhoea produced to rid the gastro-intestinal tract of the pellets before they had a chance to release the drug. ■

The Trio treatments for family coughs & colds



Triogesic, Triocos and Triopaed are **unique** products formulated to the highest pharmaceutical standards. Effective, safe and fast in action, the Trio treatments for coughs and colds are family medicines at their best. So you can recommend them with confidence.

Trio — Sets professional standards in cough and cold care.

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Polaroid: brand leader 1963

OUR POSITION HASN



Polaroid: brand leader 1983

HANGED IN TWENTY YEARS

The big one for profit!

The Setlers 100-tablet pack... it means big profits all right. Because it's big value for your customers. Because its ten handy rolls make it big enough for heavy users — that's nearly half of all Setlers takers. Because the brand gets such big TV support. And, most of all, because of the extra big margins available with today's hundred pack deals. Ask your Beecham Representative about these. And order Setlers by the hundred — now!



Setlers bring more profit by the hundred!

OHE assesses drugs in 'patient years'

In order to truly assess the benefits of drug therapy it is necessary to try to measure improvements in the quality of life according to the latest "briefing" from the Office of Health Economics.

Modern medicines have made a significant impact in improving subjective wellbeing, OHE suggests, and developing "health indicator" measurements would be one way to justify the rising expenditure on drugs. Once appropriate methods have been developed, the benefits of modern medicines will become even more obvious.

The briefing selects a few drugs which it says have made an undoubted contribution to the quality of life, regardless of whether or not they have affected traditional morbidity factors — hospital admissions or absence from work. Tagamet, Betnovate and Brufen have together been used to treat over 100 million people and this extent of use itself indicates their effectiveness in addition to the hard clinical evidence of their efficacy.

Six other medicines have between them a total world use of over 200 million patient-years; Intal for asthma, beta-blockers for angina, Zyloric for gout, Indocid for arthritis, Aldomet for blood pressure and the benzodiazepines for anxiety. The briefing says there are indications that most patients have benefitted from these medicines and they have therefore contributed some 200 million patient-years of improved wellbeing.

"Medicines and the quality of life", £0.50, Office of Health Economics, 12 Whitehall, London SW1A 2DY.

UCCA on pharmacy

Fewer university candidates listed pharmacy as their preferred subject in 1981 than in 1980, with 2,559 making the subject their first choice as against the 2,785 who did so the previous year. The 1981 figure forecast by the Universities Central Council on Admissions in 1980 was 2,630 (*C&D* September 5, p360).

Figures in the statistical supplement to the 19th UCCA report 1980-81 show courses combining the biological and physical sciences as experiencing the greatest increase in applications in 1981, with computer science coming second. Medicine declined by 5 per cent with 10,810 applications, while first choice applications for dentistry rose slightly to 2,819. The greatest percentage fall from 1980 to 1981 was once again in civil engineering.

Cyclosporin in transplant trials

Cyclosporin, an immuno-suppressive agent being tested for use in bone marrow transplants, is also being tried in solid organ transfers.

Sandoz, who isolated the compound from soil samples in the hope of discovering antibiotic properties, have lodged data with the Committee on the Safety of Medicines regarding its use in marrow transplants. Its immuno-suppressive properties were originally uncovered by Dr Jean Borel, who announced his findings in 1976. Last year Sandoz succeeded in synthesising the drug. Details of its use were given at the Transplantation Society's congress in Brighton, and Sandoz say multi-centre trials to ascertain its usefulness in solid organ transplants are going ahead.



Nearly 30 pharmacists sailed the brigantine TS Phoenix on the Solent and Southampton Water last week. The event was organised by Hobbypharm Sailing Club to coincide with the parade which marked the end of the Tall Ships Race

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Medicine Specialists



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restful sleep.

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Each 20 ml dose contains
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Pharmacy and gift counters added to Showline range

Northfleet Group have introduced a pharmacy counter designed to cater for Pharmacy medicines and General Sale List products.

While it is necessary that Pharmacy medicines are accessible only to the counter assistant, it is also desirable that

they should be on full view to the customer, they suggest. The pharmacy counter (in the Showline Super range) solves this problem with a raised glass display case occupying the rear half of the counter top. Open to the back, the section stands 11in high from the surface of the counter with a single-tier of adjustable glass shelving. The remaining front half of the counter top can be left clear or fitted with glass binning for self-selection merchandise.

Finished in a neutral cream Melamine, the standard pharmacy counter is fitted

with a dark brown laminate to the front panel, although other colours may be specified. The counter is available in two sizes: 4ft or 6ft long (basic price around £220 and £298 ex VAT respectively) each unit being 36in high (to the counter top) and 20in deep.

A solid-top display counter has also been introduced in the same range. The counter's modern lines will prove particularly useful for displaying merchandise such as giftware, electrical goods, perfumes and photographic equipment says the company.

Concealed lighting is fitted as standard, and the sides, base and top are finished in a neutral cream Melamine, leaving the top clear to accept a wide range of binning or customer service configurations. With a glass front and two lockable sliding glass doors to the rear, the stock is only accessible to shop assistants giving full security to the merchandise. Two tiers of 12in adjustable glass shelves are incorporated within the counter with metal slotted uprights in chromium plate.

The new counter is available in 4ft or 6ft lengths, each unit being 36in high and 20in deep. *Northfleet Group, Tower Works, Lower Road, Gravesend, Kent DA11 9BE.*

JAMS TO CURE A HEADACHE



Never again will the problem of stocking a complete range of diabetic jams rear its ugly head.

Now, with a minimum fruit content of 50%, Sionon introduce a newly developed range of 'extra' jams.

With half the calories, there's strawberry, raspberry, apricot

and blackcurrant, as well as a fresh tangy breakfast marmalade.

All beautifully repackaged.

All 25% bigger.

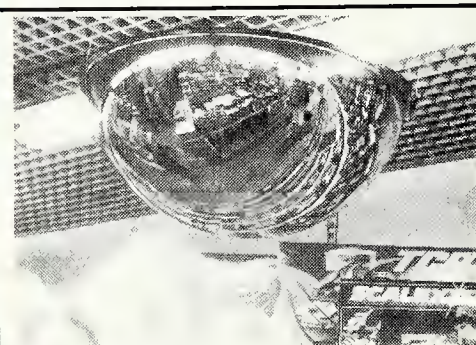
While that's one headache less if you're stocking them, the best cure for the others is probably a couple of Aspirin.

After all, we discovered those too.

sionon

BRINGS THE SWEET THINGS IN LIFE TO THE SUGAR FREE DIET

FOR MORE INFORMATION PLEASE CONTACT: BAYER UK CONSUMER PRODUCTS DIVISION, BAYER HOUSE, NEWBURY, BERKS. RG13 1KA. TELEPHONE: 0635 39000.



Volumatic's anti-theft hemispherical mirrors are made of aluminised acrylic and are 79cm in diameter. The mirrors are lightweight and shatterproof and can be fixed to ceilings in any part of the shop to give surveillance of blind spots, the company says. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry CV6 5AS.*

Shopkit Sunday

Shopkit will be holding a Sunday show at the Crest Hotel, Great North Road, Norman Cross, Peterborough, on September 19.

From 10am until 6pm Shopkit staff will be available to demonstrate the full range of fittings. In conjunction with the show, and for the rest of September, Shopkit offer standard gondola units at half price. *Shopkit, 50 Ivatt Way, Peterborough PE3 7PN.*

Chemists dominate film sales in growth industry

The one section of the photographic market dominated by pharmacy is film sales. According to a survey commissioned by the British photographic industry, over 59 per cent of film purchases are made from chemists, 25 per cent from independent pharmacies.

Sales of cameras, equipment, films and film processing are forecast to reach a record £590m by the end of 1982 compared with £555m last year. Some of this growth is attributed to the introduction of more foolproof cameras which allow better results and encourage the taking of more pictures.

In fact the greatest photographic expenditure was on processing — £210m, followed by cameras and equipment at £205m and film at £140m.

Advertising expenditure leapt to a record £13.7m in 1981 with promotional messages being supplemented by a new wave of consumer advice and guidance on the subject from leading television companies and publishers.

D&P competition

Although nearly 60 per cent of film is purchased from pharmacies only 40 per cent is processed by them with camera shops accounting for a further 10 per cent. Mail order houses still take around 50 per cent of the available developing and processing but increasingly, "traditional" outlets are competing with the alternative sources on price.

Mr Stan Adams, managing director of Colourcare Photoservice says the action of processors and retailers over the last 12-18 months to reduce margins and lower prices has already led to a 5 per cent volume growth in 1982 over 1981.

"This has meant the retailer has been able to offer the consumer a much more attractive proposition and therefore encourage them to expose more films," he says, "and has also helped to redress the balance between mail order and retail sales.

"Once the price differential in favour of mail order is reduced, then the benefits the chemist can offer — advice, personal service and, in many cases, improved processing times — become much more attractive to the consumer," he explains.

Ernie Gilburd, operations director of Regency Colour Laboratories, is someone else who believes the High Street will triumph over mail order — in fact

Regency deal only with High Street outlets. "The fight back by High Street outlets is continuing, will continue and will be successful," he says.

Regency's strength is in a 24-hour turn round of the work in their laboratories — a service they believe the public wants rather than the longer period usually experienced with mail order.

'Seven-day wonder'

Mr Gilburd also thinks mini-laboratories may prove a "seven-day wonder" because of their "unbelievable" overheads. High Street outlets just specialising in D&P could also be in some difficulty, he suggests, because they are obliged to charge above-average prices, compared with mixed traders (including chemists), again to meet overheads. Most of these D&P shops were planned before their competitors started to match mail order companies on price.

Stan Adams concludes: "The market place will not become any less competitive but if processors and chemists work together to offer the consumer a quality product at a good price, then the chemist will continue to increase his share of the

film processing business."

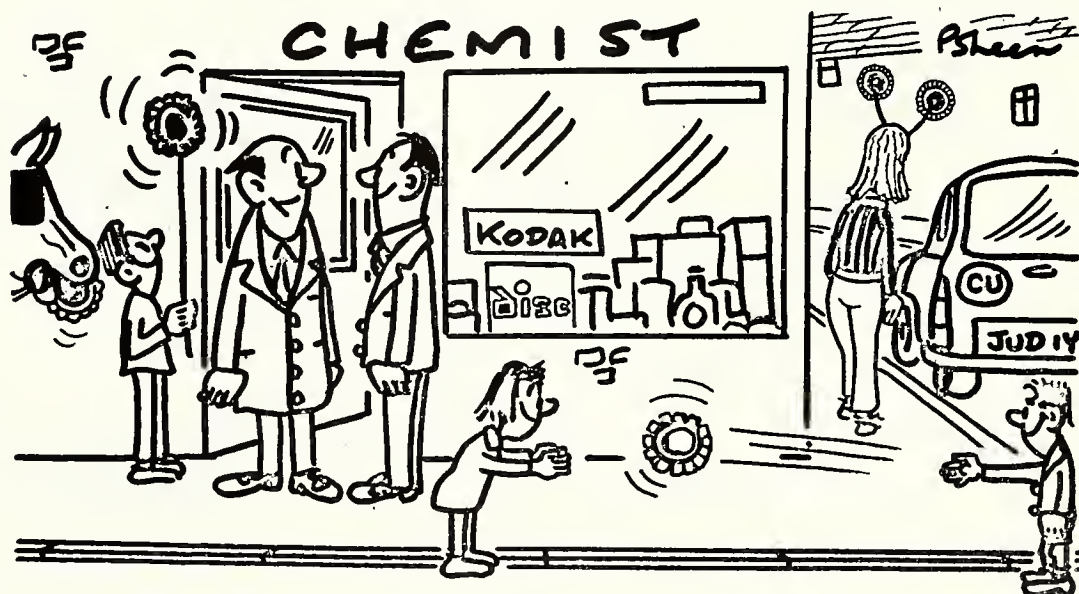
The introduction by Vantage and also Photoplus in the Spring of a process paid colour print film is reported by both companies to be selling well. Mr Hal Briscoe of Photoplus is reasonably satisfied with sales through existing chemist stockists who are supplied by some Numark wholesalers and Sangers Photographic but says some pharmacists are still cautious about selling his film against non-process paid brands.

Process paid progress

However, non-traditional outlets are reported to be very enthusiastic about process paid films because it enables them to gain a foothold in the market with just one sale. Asda are selling process paid 24 exposure films for £2.99 and Makro, a food wholesaler / cash and carry, the Photoplus film and an own brand for £2.50 (trade) compared with the new Photoplus price of £3.39. "Don't let this type of trade go to the non-traditional outlet on a plate," warns Mr Briscoe.

Vestric suggest that the market needs special "nursing" this year. The past twelve months has not been an easy time for the popular sector of the photographic market, they say, and even this industry which was weathering the effects of the recession fairly well has lost some of the growth that was enjoyed. Although retail sales volume is now reported to be on the upturn and the trend is naturally expected to continue throughout the run up to Christmas, margins for both wholesaler and retailer are expected to remain tight.

Manufacturers, wholesalers and processors are looking forward to the traditional seasonal upturn — and so are pharmacists!



"I'm not selling many of the cameras yet but the discs are catching on!"

The Kodak disc and its processing

Stanley W. Bowler

Ever since the introduction of the 35mm format, when it was known as "miniature" to distinguish it from the then conventional sizes such as 120 and 127, there has been a continuing demand for higher-performance lenses, finer-grained and faster films, both black-and-white and colour, as well as a much higher standard of processing.

At this time, it is fairly safe to say that amateur photographers of the more serious kind — who would probably be the only ones to get the best out of 35mm — led the way in successfully using miniature cameras and films. Although they were often derided by professionals such as news-photographers, the latter now seem to use them almost exclusively to other sizes.

As 35mm became more and more popular the commercial laboratories simply had to improve their standards of service. With the introduction of still smaller formats, eg 126 cartridge-loading types designed quite specifically for the snapshotter, the need for quality became even more evident. Originally, formats based on 16mm width material were referred to as sub-miniature — they were literally just that in comparison with what had previously been regarded as miniature, ie 24 by 36mm "full-frame".

The arrival of the 110 format, with fine cameras and optics (often rivalling earlier 35mm models in lens performance and lens variety), size reduction in relation to excellence of equipment and materials had almost become commonplace. The success of the venture thus depended wholly on the work of the processing laboratories, for competent technicians could regularly produce individual pictures up to, say, 7 × 9 in (18 × 23 cms), with little difficulty. In retrospect, this was the trial size for *C&D* camera test-pictures from even the lowest-priced cameras in the ranges available. And most matched up to the expected quality standards.

Many photographic technicians and journalists have already had opportunities to evaluate the latest arrival — the Kodak disc camera — prior to the launch of the system on to any of the world's markets. Once again, it is fairly safe to predict that the success or failure of these thumb-nail pictures will depend entirely on the processing laboratories, for there is little

doubt that the camera, lens and film combination is of high quality.

The disc was first noted in *C&D* February 13, p259 and p291, and was later "sneak" previewed in the photographic feature on April 3, p620, in some detail. The results recorded there and the two illustrations (even allowing for the limitations of half-tone reproduction) spoke for themselves.

It is also reasonable to assume that the cameras, with the "no-decision-by-the-user" concept, will appeal to the snapshotter who simply wants to take homely pictures of every kind (*C&D* understand the new format has already "taken-off" well in its homeland, the USA). By this Autumn its fate in the UK will quickly be known.

System design . . .

In anticipation of the need for careful handling of negatives and prints, Eastman-Kodak designed the whole system as an entity in order to ensure as far as humanly possible that it would be fully acceptable and a complete success. It

should be obvious that there is little point in introducing a new, even smaller, format with cameras and optics which are claimed to be as nearly perfect as it is possible to make them at the present time, if the second-stage optics in the processing enlargers do not come very close to the same high standards in commercial operation.

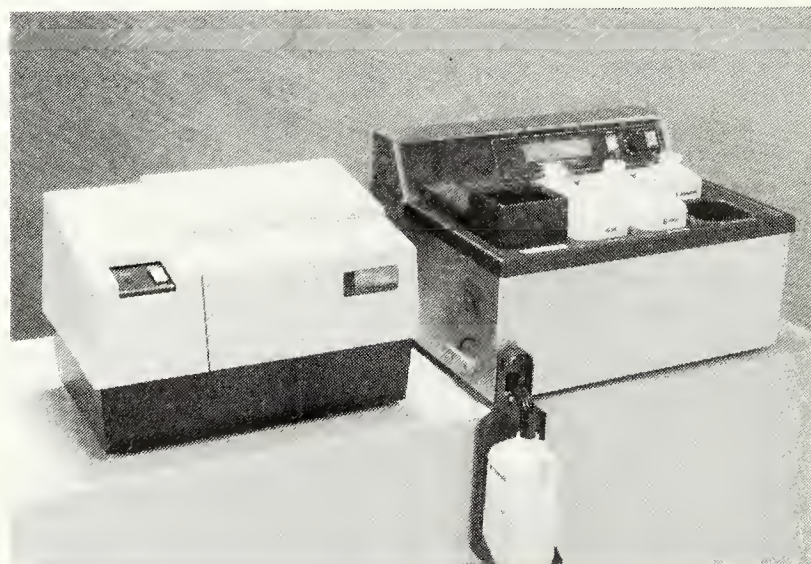
Similarly, the efforts of the film researchers and manufacturers must be matched with equally careful handling of the material when it reaches the processor. Without inane use and deliberate butchery on the part of the camera user, there is little that he or she can do to the sealed disc after buying it, putting it into the camera, exposing it and then forwarding it for developing and printing.

. . . and range

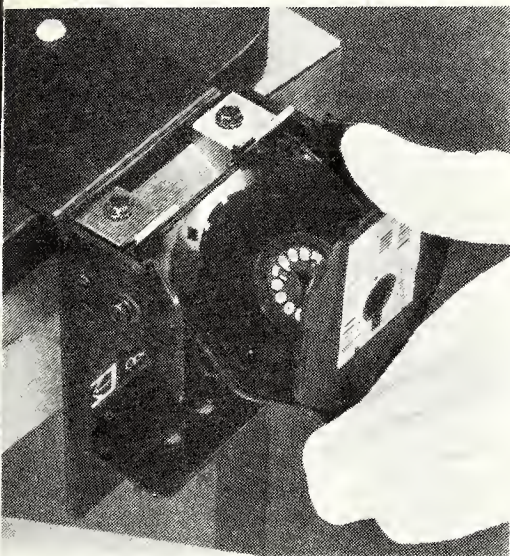
With some forethought, E-K is providing a series of processing units, designed specifically for different quantities of throughput of films. The simplest is the model 50, in which up to 70 discs per hour can be processed. Drying takes six-and-a-half minutes. A heated water-bath maintains solution temperatures. A larger model is the 200, providing rack-and-tak operation (back to D&P basics) with productivity up to 370 disc films per hour. The discs are automatically transported, processed, and dried in approximately half-an-hour.

Even the most simple operation, that of opening the cassette to extract the disc itself, has been taken care of. The picture of it, however, illustrates excellently an implied working proviso — the user is wearing lintless-cotton gloves! Virtually, this is where it all starts; the beginning of a careful chain of handling operations with no margins whatever for slapdash working. However optimistically one considers the future of this matter of processing disc films, on which the

Small tabletop processing and drying are provided by the Kodak disc film processor, model 50 (right), and the disc film dryer. Up to 70 disc films can be processed per hour, and drying is accomplished in six-and-a-half minutes. A heated water-bath maintains solution temperature



With the economical Kodak disc opener, model H, a disc film can be rapidly removed by simply inserting the disc and bending it downward to pop the seals. An operator can open up to 240 discs per hour (including preparation time) with this manual device



acceptance of the new format by the man (or woman)-in-the-street will depend, there are bound to be some headaches and heartaches. They will have to be borne if the whole affair is to be a success.

Competition for E-K

Already another of the large sensitive-material and equipment manufacturers, Agfa-Gevaert Ltd, has announced that it will provide semi-automatic disc carriers for the Colormator N2BS/N3BS 7560, 7565 and 7566 printers, with no longer time required than for changing-over any other negative-masking devices. However, because of the complexities of manufacturing automatic disc processing machines, the versions will not be available in the near future.

It is expected that Agfa-Gevaert will exhibit new equipment for disc-handling at the forthcoming "photokina" in Cologne from October 6-12, at which event *C&D* will be represented.

Advertisements have appeared, too, in the technical photographic press for suitable disc-processing equipment. An example is that of the Wainco company of Huntingdon, Cambs, which is now offering machines.

From the foregoing, it will be appreciated that the chemist-photo-retailer will have to be very careful in selecting the processing laboratory to which he intends to send disc films. Guidance is available, nevertheless, from Kodak Ltd through the quality assessment award scheme for processors, that is operated throughout the year with monthly notifications by that company. ■

Disc-ussion: a round-up of trade views

Disc cameras and film are being delivered to the trade this week in time for the national television campaign that breaks on September 16. Kodak say that from the beginning of this month 25 processing laboratories in the UK have been able to process the new film — just a fraction of the 1,100 plus D&P laboratories across the world that have ordered disc equipment. What hopes and fears do the UK laboratories have about the new system? Some of the views presented to *C&D* follow.

The major innovations in film formats have been delivered by Kodak at intervals of around a decade — the 126 cassette in 1963, the 110 "pocket" equivalent in 1972 and now the disc system. Mr Stan Adams, managing director Colourcare Photoservice, says: "We believe that disc film will make an important contribution to the development of the photographic industry over the next few years. It will not simply replace 110 and 126 film but genuinely increase the size of the market."

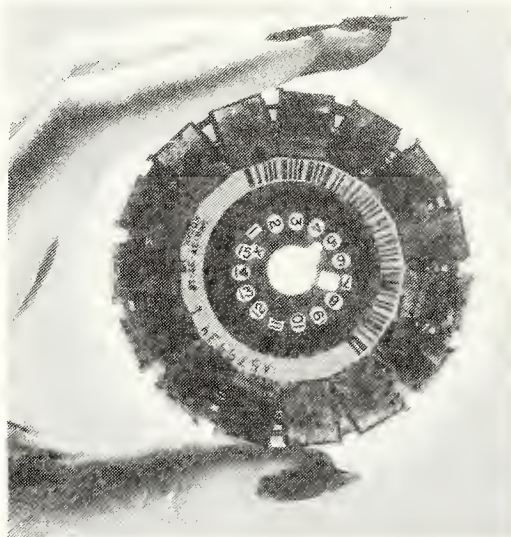
The operations director of Regency Colour Laboratories, Mr Ernie Gilburd, sees things slightly differently. While he concedes the system will create new demand equivalent to 5-7 per cent by the end of the first year, mainly through people disappointed with their results from 110, he doesn't think potential customers will be so willing to discard their existing cameras. "What will happen to all the cameras already on the market? With 110 and 126 around, the system does not have such a clear run at the field."

"... One of the most significant advances in the industry for many years," is Mr Michael de Semlyen's view of its potential. Mr de Semlyen is chief executive of Tudor Photographic, who will also market the full range of disc cameras and film through their wholesaling companies.

Cautionary note

Ernie Gilburd points to the other new picture-taking systems being developed that will eventually be marketed in the UK. Advance publicity has made the public aware of their advent so that some may wish to delay their investment in a new system. "There is a limit as to how much money can be spent on photography."

However, his note of caution is



qualified by his endorsement of Kodak's belief in the systems ability to produce more and better prints. "Their target of 25 per cent of extra pictures is realistic."

While Stan Adams welcomes the increase in the number of prints made as a result of the phasing out by manufacturers of 20-exposure film in favour of the 24 packs, Mr Gilburd regards the 15 exposure size of the HR disc film as attractive in that it will, he believes, achieve the same end. Because of the motor drive, rapid flash recycling time and ease of use people will go through a 15-exposure disc quickly.

Extra pictures

Picture takers at a party simply "snapping the baby" will move on to the second disc in a twin-pack: "A single disc will whet the appetite but not satisfy it," he says.

Thus, extra pictures taken by disc-users mean that to give a free disc at the time of processing will be more advantageous than giving a free film because of the more rapid turn around.

The consensus seems to be that "disc" has extended the life of the conventional film medium by some years. But while it may have delayed the change of emphasis and outlet that will be brought about by electronic or "other" innovations in picture-taking, the disc is ideal for slipping in an envelope to a mail order house...

UK Expenditure on photography (£m)*				
	Equip- ment	Films	Process- ing	Total
1975	60	50	100	210
1976	80	60	120	260
1977	100	73	142	315
1978	115	85	170	370
1979	145	105	190	440
1980	175	135	210	520
1981	205	140	210	555
1982				
(est)	215	150	225	590

*Trade estimates

C&D camera test: 'instant' review of Kodamatic 950

The Kodamatic instant camera model 950, Made in Germany and distributed in the UK by Kodak Ltd, Hemel Hempstead, Herts.

This is the "second" of the four cameras in the new range of instant cameras (C&D, August 28, p352) with the generic title of Kodamatic. The others are the models 930 (the simplest), the 970L and the 980L which is the top of the range, incorporating both electronic-flash and auto-focusing — included as a first time feature by Kodak. The 930 and 950 models are made in Germany, while the 970L and 980L are made in the USA.

The new range of cameras is supplemented by a new sensitive material which has an exposure index of 320: more than twice the speed of the current Kodak instant colour film. It also carries the Kodamatic designation (the new material may also be used in the older range).

One of the important features of the new combination is an increase in the shutter speed of the cameras which should help to ensure sharper pictures due to the avoidance of camera shake.

It is fairly safe to say that instant-picture cameras have not been particularly renowned for elegance of design; in fact, many are quite clumsy in appearance. These new Kodak cameras are of the folding type, so that, when closed, they are to some extent smaller and slimmer

than their predecessors. They are not particularly light in weight (the 950 weighs about 2½lbs. (1.134kg) loaded with film), but this may be an added advantage in helping to ensure camera steadiness. The overall size, with the ribbed grips at the side of the body also makes the camera feel 'safe' in the hands.

Although the simplest model is designed for use with a flash-bar, the other three have all of the electronic features which have now come to be expected in the present stage of equipment development, so leaving the user fairly free from needing to know much about photography and to concentrate more on simple picture-making. The aim of the designers now is to try to ensure that the maximum number of pictures "come out."

The body of the camera is built from matt-black plastic mouldings with the minimum of trim and legends so that its overall appearance is neat. Loading and using are very simple indeed, while the "count-down" number-of-exposures indicator is exceptionally clear. Interlocks are provided to turn on-and-off the battery power, including a manual override of the electronic flash, so that battery power is conserved. It is estimated that the set of four AA size alkaline batteries which power the exposure-control, signals, camera-motor and flash should suffice for about 120 exposures — ie for 12 packs of 10 films.

The 950 has a single meniscus 100mm $f/12.8$ coated plastic lens, of which apertures of either $f/22$ or $f/12.8$ are selected according to the light-level, coupled with the electronically-controlled shutter that has a continuously-variable range from 1/300th second down to 1/15th second. The only control that may need to be set by the user is the 'lighten-



darken' slider immediately below the lens opening on the front panel.

The camera was used both indoors and outdoors (the former will probably be the most often employed) and acceptable results were obtained with the camera set for normal operation, ie the "lighten-darken" control did not need to be used. From our tests it is recommended that, as far as possible, straight horizontal lines in closer-view pictures should be avoided as they may appear to be somewhat bowed in the finished picture.

A shoulder-sling camera-case will be available, to suit all models, made from soft black PVC material with a leather-grain finish, red nylon lining with soft foam padding for extra protection, at a price of about £6. There is to be a massive marketing promotion, with 30 sec. television spots and so on, scheduled in time for the Christmas selling period.

Kodamatic 950 camera

Origin: Western Germany.

Distributor: Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU. Tel: 0442 61122.

Format: 35/8 × 25/8 in. (9 × 7cms).

Lens: 100mm $f/12.8$ fixed-focus, single meniscus, coated plastic; alternative aperture of $f/22$.

Shutter: Automatically electronic-controlled with range from 1/300th down to 1/15th second.

Features: Folding-type to reduce closed bulk; simple 12-exposure pack loading; easy operations with minimum of user controls; integral flash.

Accessories: Carrying strap. Carrying case.

Film: Kodamatic Type 144-10. Single pack of 10, srp £6.34, twin-pack, £11.99.

Dimensions: Folded — 7½ × 6½ × 2ins. (190 × 165 × 50mm). Open — 67/8 × 6½ × 6ins (175 × 165 × 150mm).

Weight: 2lb 8oz, 1134g.

SRP: £39.00

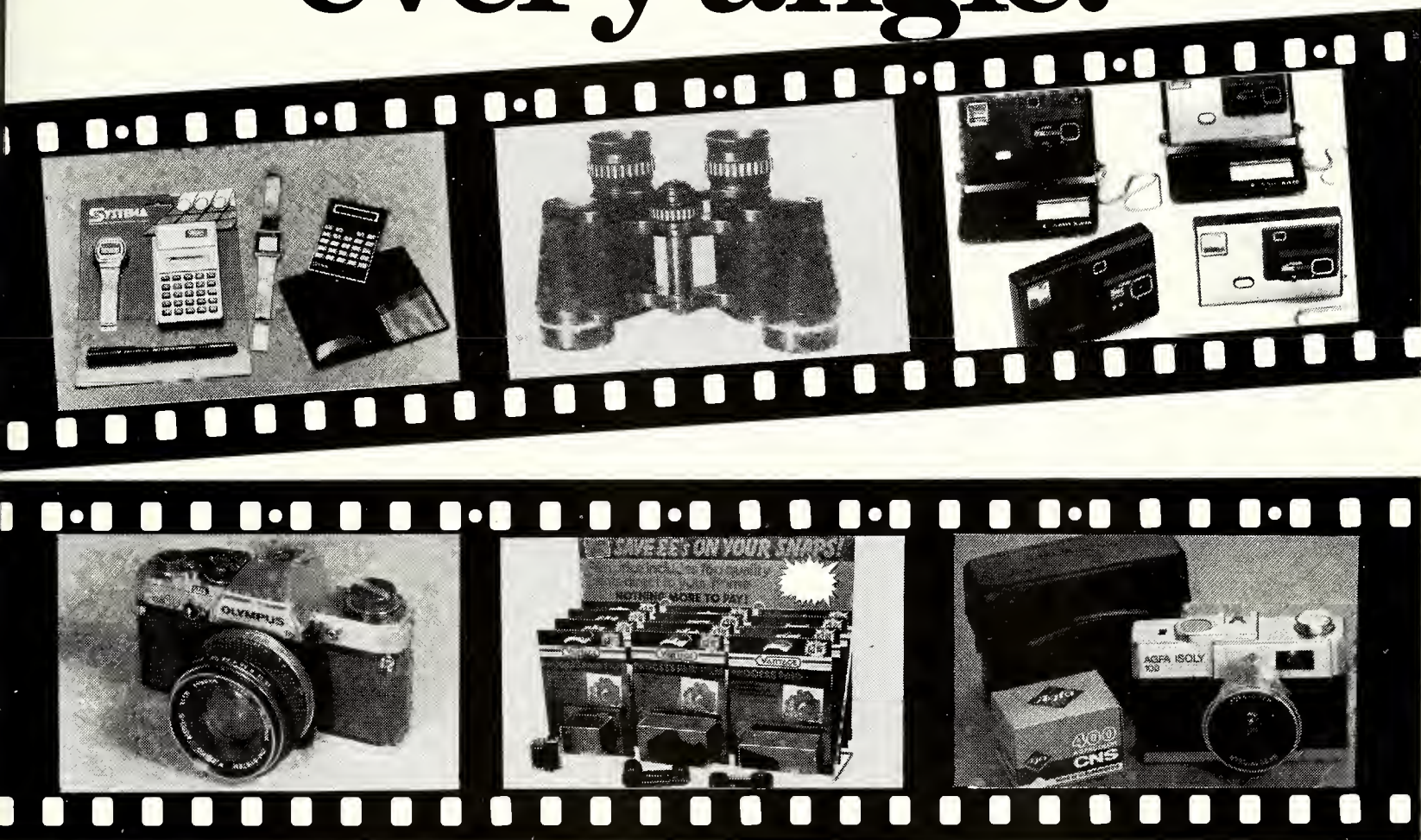
Availability: For the Christmas market. ■



C&D test pictures. These black-and-white renditions are taken from the instant colour positives



Vestric Gives you a better service from every angle.



From cameras to films, from projectors to screens, from tripods to gadget bags, from developing tanks to chemicals, from printing paper to albums, from viewers to slide boxes, from cine reels to lamps, from flashguns to batteries, from photo frames to transparency holders, from flashbulbs to flashbars, from audio and video cassettes to watches, we stock almost everything you will need in photographic and allied products..

We will supply any of these products quickly and efficiently with regular deliveries from our 30 branches throughout the country.



Look out for monthly promotional offers and special discounts in our Product News.

We can also offer Vantage Process Paid Film — a complete pre-paid film and processing service at the most competitive price on the market. Another addition to our line-up will be the full range of Kodak Disc cameras and films available soon at special prices.

If you would like more information on any of our photographic services, contact your nearest Vestric branch.

Vestric
We're always there, we always care.

Vestric Limited, West Lane, Runcorn, Cheshire WA7 2PE.

Amigo and SLR make Polaroid duo

Polaroid have just launched two new instant cameras able to use the Polaroid 600 high-speed colour film. The Amigo 620 is an "aim-and-shoot" camera with built-in close-up lens and the SLR 680 a folding, single-lens-reflex, autofocus camera with a built-in flash.

The Amigo 620 (srp £29) can take photographs of subjects as near as two feet with the close-up lens and features infra-red light metering. It uses a newly-developed flash-bar, the Polaroid flash 600 (srp £1.75) in a matched shutter-flash system providing evenly exposed pictures from as close as 0.6m through to the maximum flash distance of 3m. The ten front-facing bulbs permit flash photography as frequently as every 1.5 seconds without reversing the flash.

In low light conditions, when the photographer elects to use flash, insertion of the flash 600 activates the Amigo 620's infra-red light sensing system, allowing only infra-red light to reach the camera's photocell. The reading of infra-red light eliminates many exposure problems in indoor photography, Polaroid say.

The primary lens is an f/19, 109mm focused from 1.2m to infinity over which the manually-activated close-up lens slides. This automatically retracts at a touch of a lever or by closing the flash hood.

Shutter speeds of the Amigo 620 range from an action-stopping 1/200 second through to a time-exposure of 1/3 second. Apertures range from f/19 to f/45.

The SLR 680 will be on show at photokina and a limited number are expected to be available to the UK photographic trade before Christmas.

The flash charges automatically, in just three seconds, as the camera opens from its compact closed position, and again after each picture is ejected.

Every Polaroid SX-70 twinpack this autumn will contain a competition with over 200 prizes to be won — a two part "spot the ball" type of competition featuring the Muppets.

Polaroid promotions

Polaroid (UK) Ltd are to re-introduce their cash-back bonus scheme for SX-70 cameras this autumn. The £3 cash rebate being offered by the company to consumers will bring the net retail cost of the Button, down lower than ever before, they say. Also included in the Autumn package are plans for an SX-70 film promotion, new point of sale material, and new television and Press advertising

campaigns, say Polaroid.

The cash-back promotion will begin on November 1 and will apply to all purchases of SX-70 cameras including the special edition range. Customers who have bought an SX-70 camera (600 series cameras do not qualify) send off their guarantee card, receipt and claim-form and in return receive a £3 cheque by post. The promotion will close on January 31, 1983. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.*



The new Polaroid Amigo 620 features a built-in auxiliary close-up lens for instant colour pictures from as close as 60cm, and an infra-red light sensing system for improved flash pictures. It is essentially an aim-and-shoot camera, and retails at around £29

Vestric back disc and the chemist

Vestric are running a series of photographic offers in September including special prices on Kodak disc cameras. The company point out that although the cameras will retail from £30 upwards, and might be thought expensive for pharmacies, the promotion will be backed by Kodak's 70-second television commercial and major Press advertising.

Other special offers for September include reduced trade prices on a variety of Polaroid and Olympus cameras. The Polaroid Button is down to £12.99 trade from £14.80, and the gift set from £21 to £18.15. The 640 is available at £30.25 (£33) and the 660 autofocus at £41.80 (£45). The Olympus OM10, XA2 and trip are offered at £86.50 (£110), £55 (£64) and £36.65 (£44) respectively.

The company say they have long-term confidence in the photographic market and are backing this by making available everything customers are likely to need. Details of the full range of photographic equipment they can supply may be obtained from all branches or the headquarters at *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Major investment by LRC in Colourcare

Colourcare Photoservice report a healthy expansion of business through chemists since the merger of Napcolour Ltd with United Photographic Laboratories in January following its acquisition by LRC Industrial (Holdings) Ltd.

A multi-million pound investment programme has been initiated to increase capacity and improve equipment efficiency, says the company. Laboratories have been re-equipped with the latest machines, extra processing plant has been installed and plans are being made for all laboratories to be computerised. The company has installed equipment to process the new Kodak disc film at Newmarket and Chester. The company says the rest of the laboratories will be similarly equipped during the coming year.

"LRC have committed themselves to the long term development of their photographic interests," says managing director Stan Adams, "and will continue to expand the business and improve the service we offer retailers."

To help chemists promote their D&P services, Colourcare Photoservice say they have an extensive promotional programme running throughout the year. National press advertising supported a recent photographic competition based on the Walt Disney character, Mary Poppins. Entries close at the end of October.

The company provides posters to back its promotions, plus a full range of POS material advertising the service the chemist is offering. In addition, local advertising and leaflet drops can be negotiated with the Colourcare representative. *Colourcare Photoservice, Long Close, Downton, Salisbury, Wilts.*

Silber rationalise

Silber have just rationalised their National flashgun range and introduced a three-year warranty on all models. Within the 12-model range are several low-priced units particularly suitable for 35mm compact cameras without a built-in flash facility, Silber say.

The range of 35mm and 110 cameras introduced under the Halina brand earlier in the year which feature an automatic built-in electronic flash for inadequate lighting conditions are selling well. Silber's marketing director, Bob Pike, commented "Both the 110s and 35mm are very profitable and represent a low stock investment for chemists." *J.J. Silber Ltd, Engineers Way, Wembley, Middlesex HA9 0EB.*

Let's face it. Film processing is not part of the average chemist's training. Yet traditionally people have taken their unprocessed films to the local pharmacy. It's become a way of life.

So whether you like it or not you're expected to get your customers' films developed and printed. But there really is no need to take a negative approach to film processing.

NATIONAL COVERAGE, PERSONAL SERVICE



With the backing of a national organization you can provide a first class service to your customers—and make a nice profit for yourself.

We're Colourcare Photo Service. And we operate one of the largest networks of processing facilities in the UK.

(If statistics impress you we've got nineteen laboratories and depots throughout Britain.)

But don't let our size frighten you. We may be big, but we offer a very personal service.

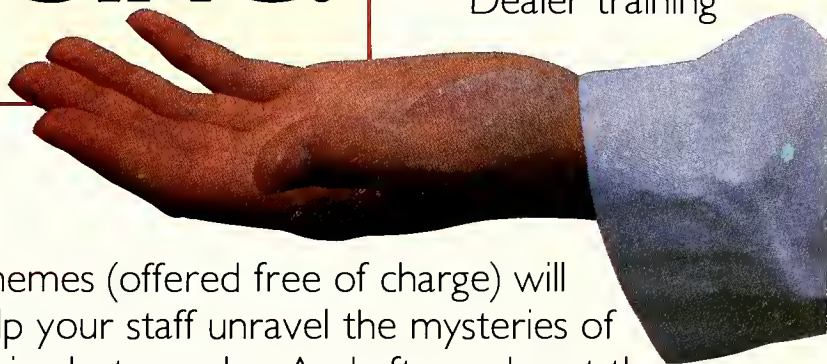
Obviously you want to provide your customers with the best quality and the best service. Our aim is to give you the means of doing so.

So as you'd expect we've invested a good deal of money in buying the most up-to-date equipment.

(We were one of the first processing houses to install machinery to cope with the new disc film.)

On a number of occasions Kodak have presented their Quality Awards to several laboratories within our group.

TAKE A POSITIVE LOOK AT FILM PROCESSING.



schemes (offered free of charge) will help your staff unravel the mysteries of basic photography. And after a day at the laboratory your employees will feel more confident about dealing with customer queries.

KEEPING IN CONTACT

Another important part of our service is effective communication between us and you. We have Customer Service Operatives at each laboratory to answer any queries that you may have.

Then, of course, there's our fully qualified representatives who'll call on you regularly and give you details of forthcoming promotions.

As well as supplying functional door signs, pleasing counter displays, eye-catching posters and other point-of-sale material, we'll frequently arrange competitions for your customers.

(Recent prizes have included cars, cameras and a holiday in the USA.)

Throughout the year we'll also announce money-saving offers such as free reprints and enlargements.

Dealer training

THAT'S NOT ALL

There's a lot more, too. (Dealer pricing arrangements, discounts, wholesale supplies, to name just a few.)

If you want to find out more about how Colourcare Photo Service can help your business, give Sales Director Keith Harris a call on 0725 20385.

You'll find him very positive.



Guarantees for loans from the Government

Since the Government's loan guarantee scheme for small businesses was announced, several questions about the working of the scheme have been asked. The answers set out below should help businesses seeking financial help.

What businesses are covered by the scheme? Those run by the self-employed, family companies in the form of limited companies or partnerships (though certain activities are excluded). The scheme does not apply to "large" companies although "large" is not strictly defined.

What benefits does the scheme provide? The Government is prepared to guarantee repayment of 80 per cent of medium term loans made by banks and approved financial institutions to small businesses. The proviso is that the loan is not a short term overdraft. The loan must be used for business and not personal purposes.

Thus the Government will guarantee £8,000 of a loan of £10,000. The maximum loan that will qualify is one for £75,000 and the periods of repayment should be for between two and seven years.

Who decides about the loan? The position is the same as for loans not covered by guarantee under the Government scheme. That is to say, the banks will still have the right to decide in the light of the information you put before it, whether a loan should be granted.

How long do we have to have been in business before being eligible? There is no set period. Indeed, you can benefit under the scheme if you are intending to start up a new business.

What security do I have to provide? You should be prepared to pledge the assets of the business. However, because of the Government guarantee of such a large part of the loan, you should be able to avoid the necessity of having to pledge your personal assets — house, etc.

What charges are made? First, of course, is the interest charged by the bank. This would be at commercial rates but because of the guarantee the risk to the bank is less, and this should be reflected in a lower interest rate than would normally be chargeable. The government itself charges 3 per cent of the guaranteed amount.

This means that in the case of a loan of £10,000 where the amount guaranteed is £8,000 the usual charge will be £240. Arrangements can be made for the charge to be paid quarterly.

Where do I apply to benefit under the scheme? If you go to the bank for a loan, ask to take advantage of the scheme. If

the bank is willing to make a loan under the scheme it will forward your application to the Department of Industry. There is a pledge that applications will be processed quickly. *Where can I get further details?* From your bank or from the Loan Guarantee Unit, Department of Industry, Room 828, Abell House, John Islip Street, London.

Buildings allowance

If you put up a new building for manufacture, repair and servicing of goods, or for warehousing or storage of goods for an industrial process, a tax allowance is available on capital expenditure. The rate is 75 per cent in the first year and the balance of the cost can be written off at the rate of 4 per cent pa.

In respect of small workshops (which will include buildings for repair and servicing of goods) there is a special first year allowance of 100 per cent where the floor space does not exceed 2,500 sq ft.

It should be noted that the scheme comes to an end in March 1983. However, for very small buildings where the floor area does not exceed 1,250 sq ft, the scheme has been extended until March 1985.

Right to a hearing

In very large businesses and corporations, there have been put into force very sophisticated arrangements and procedures which operate when an employee is being dismissed. Rules are laid down for rights of appeal and rights for the employee to have his side of the story heard. If these procedures are not followed there is every possibility that a tribunal might decide that the employee has been unfairly dismissed.

However, in smaller businesses the position might be much more difficult. For example, the law says that an employee should have a right of appeal to someone who has not been involved in the matter which leads to the possibility of dismissal. What do you do in a small business where an employee works directly for the owner? If the owner decides to dismiss, who is there to appeal to?

Fortunately the law recognises the difficulty and does not expect the small employer to institute the same kind of formalised procedures that operate in the larger concerns. Nevertheless, one thing is

insisted upon. Every employee has the right to be heard before he is dismissed. If he is not, whatever the merits of the employer's reasons, there is every chance that a tribunal will find that there has been an unfair dismissal with the employer being required to pay compensation.

The key point is timing. It is no good handing an employee a notice of dismissal and then giving him the right to have his say. If, therefore you feel that you have good reasons for dismissal — due to, say, bad work or unpunctuality — make sure that you have given a warning to the employee concerned. If this hasn't worked then tell the employee that since matters have not improved you are considering dismissal and ask him if there is anything he wishes to say before dismissal action is taken. Only then should you dismiss if you honestly believe that his side of the story does not justify you still retaining him as an employee.

National Insurance

Many self-employed persons are unclear about their National Insurance position — in respect of both contributions and benefits.

On the contributions side, the self-employed could be liable to pay two contributions to the scheme — class 2 and class 4. The first, a flat sum of £3.75 per week, is paid in respect of business profits up to £3,450 per annum. This means that if you earn over this amount then from £3,450 up to £11,000 you pay in addition a contribution of 6 per cent of your profits between these two figures. Profits of £11,000 attract the maximum contribution so that over this sum you do not pay more than if you were earning £11,000.

The irony is that in respect of benefits, you do not have as favourable treatment as those in employment. You are neither eligible for unemployment benefit nor are you covered for industrial injuries or disablement benefit. However, if you do find that because business is bad and you cannot make ends meet, then you could be eligible for supplementary benefit provided you do not have more than £2,000 in savings.

Your contributions, however, do entitle you to sickness benefit, although for the self-employed there are sometimes stringent inquiries made as to whether or not you still have a hand in running your business while you are sick. The entitlement arises only when, because of sickness, you are unfit to do any work.

Finally, as with the employed person, your contributions count to the basic State earnings related pension scheme. If you want anything over and above the basic retirement pension you must make your own arrangements. ■

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ReliaSeal – Availability

In order to extend the availability of the Davol* ReliaSeal Ostomy Adhesive Discs to both chemists and users the product is now available through additional specialist distributors.

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Estate, Worsley Road North, Walkden,
Manchester M28 5PT
Telephone: Farnworth (0204) 709255

J. C. Peacock and Son,
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Newcastle upon Tyne NE1 4LE
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Confusion over bank holiday entitlement?

Confusion caused by the fact that both Christmas Day and New Year's Day will this year fall on a Saturday suggests that retail employees may be entitled to six days of holiday over the period, according to the National Chamber of Trade.

While the NCT has been assured by the Wages Council's chief inspector that the inspectorate would enforce payment only in respect of Christmas Day, Monday December 27, New Year's Day and one other "floating day", this statement was qualified with the addition that it was made "without prejudice to an individual's right to pursue a claim to an entitlement to six days (to include December 28 and January 3) through a court."

In the words of the NCT, this "drives a coach and horses" through the original assurance. They will accordingly now be pressing the Wages Council to amend the existing orders to restrict the entitlement to four days, as they feel was clearly the original intention. They point out, however, that every employer should study the relevant Wages Council orders to ensure compliance with the law.

William Ransom put on 10pc

William Ransom & Son plc have increased turnover in the year to March 31 by £451,000 to reach £3.446m from the previous year's £2.995m. Of this amount, some £1.705m (£1.492m) was attributable to exports. Trading profit was also up at £386,224 (£319,652), leaving the pre-tax figure up 10 per cent at £407,108, compared to the £369,780 recorded in 1981.

The £31,000 decline in income from unlisted investments and short-term deposits was more than made up for by increased turnover, and chairman Michael Ransom sees this as an encouraging sign in that "... it indicates we are starting to receive the benefit of investment in buildings and equipment." Mr Ransom also refers to import restrictions in several important overseas markets, such as West Africa, as affecting the whole of the British pharmaceutical industry, and to "intense competition on the home market (which) has caused at least one direct competitor to cease trading altogether while others have been struggling to survive".

Turning to the future, he adds: "We have recently acquired a number of new

product licences, the benefits of which I expect to show through in the second six months of this financial year. However, any marked improvement in our profit will depend on the general financial climate at home and overseas."

Chemical exports maintain lead

The chemical industry maintained its position as major manufacturing contributor to the UK balance of payments in 1981, according to latest figures from the Chemical Industries Association. Net export surplus was just over £2,000m, compared to £2,142m in 1980. Exports accounted for 40 per cent of the estimated total turnover of £17,500m, as against 38 per cent of the £16,529m recorded in 1980. This gives the UK the fourth largest chemical industry in the world, discounting the Eastern Block.

However this is said to have brought little benefit to individual manufacturers in the sector, who maintained export volumes only at the cost of reduced profits. The number of employees in the industry fell from 431,000 to 395,000.

Pharmaceuticals accounted for the largest sector of sales in 1980, taking 24 per cent of that year's total. Soaps and toilet preparations accounted for 10 per cent. Full trade data for 1981 is not yet available due to an industrial dispute. Copies of "UK Chemical Industries Facts" are available free from CIA Publications department, Alembic House, 93 Albert Embankment, London.

\$4m anti cancer labs at Warner-Lambert

Warner-Lambert have opened \$4 million worth of laboratories in the US for discovering new anticancer drugs by the use of microbiology and chemical synthesis.

The laboratories also contain a fermentation pilot plant for the production of small quantities of new compounds. Over 60 scientists, researchers and support staff are involved in the company's chemotherapy programme, which is primarily aimed at finding effective drugs for treating solid tumours.

At present Warner-Lambert are evaluating seven anticancer compounds developed in collaboration with the US National Cancer Institute. Amsacrine, diaziquone, ametantrone and pentostatin are at the clinical stage while trimetrexate, tiazofurin and 3-deazaguanine are undergoing toxicology studies.

Management buy-out Ever Ready Abingdon

Ever Ready's research centre at Abingdon in Oxfordshire, earmarked for closure earlier in the year by company owners Hanson Trust, has now been bought for £585,000 by a group of the plant's former management. Led by former Ever Ready director Geoffrey Knight as chief executive, the six-strong management team has formed a new company known as Venture Technology, which will now act as an independent research and development organisation.

Some 20 of the plant's original 81 employees have transferred to the new company. Principle activity will be the "independent making, selling and further developing of various lithium systems". It is hoped that this will include the manufacture of lithium batteries for use in a range of photographic products. The company will seek research and development contracts in the industry, and a spokesman for Hanson Trust told C&D that he expected Ever Ready to be among Venture Trust's clients.

Cash & carry sales reach £2,600m

Total turnover of cash-and-carry grocery outlets reached £2,624m in 1980, according to figures from Nielsen marketing research, with 60 per cent of this spending being attributable to retailers who account for 42 per cent of all users of such outlets.

In a long term comparison of their own surveys of the trade since 1974, Nielsen found that the total number of outlets declined over the period by 10 per cent to 542. Despite this fall, 1980's turnover figure represents an increase of 135 per cent over the 1974 level, with only 10 per cent of outlets accounting for nearly 40 per cent of annual turnover in the sector. Taking into account the reduction in outlet numbers, turnover per outlet is said to have risen ahead of inflation, although the trade as a whole "has only just managed to keep pace".

Despite increasing transport costs, two-thirds of customers made purchases at least once a week, the majority having to travel at least 10 miles in order to do so. Most popular items were groceries, confectionery, frozen foods and tobacco. "Nielsen researcher no 2, 1982", available free from Nielsen Business Services, Nielsen House, Headington, Oxford OX3 9RX.

■ Ortho Pharmaceutical Ltd have, with effect from September 1, changed their name to Ortho-Cilag Pharmaceutical Ltd. There is no change in the constitution or ownership of the company, and availability of their products will not be affected.

■ **Wyeth Laboratories:** Harry Feldman, MPS, is appointed director of operations. Mr Feldman joined Wyeth in 1973 as pharmaceutical production manager, and has been director of production for the past five years.



■ **Lilia-White Ltd:** Patricia Rossiter has joined the company as product manager for Dr White's.

■ **Coopervision Ltd:** George Teideman is appointed UK managing director. He succeeds Trevor Brooker who has been promoted to European regional director.

■ **Schwarzkopf Ltd:** Sandy Logan and Amanda Corkish join the company as sales representatives, responsible for the East Scotland and South East London areas respectively.

■ **Heriot Watt University:** Professor John C. Gilbert, professor of pharmacology at the university since 1976, has been appointed head of the department of pharmacy. He succeeds Professor A.R. Rogers who is currently vice-principal.

■ **Russell Finex Ltd:** Keith McIntyre has been appointed a director of the company. He will be responsible for all the group's sales, including those of subsidiary companies in America and Belgium.

■ **Proctor & Gamble Ltd:** Mr J.F. Orr, sales manager personal care products, and Mr H. Trainor, product development manager personal care products, are appointed to the board. Both retain their present responsibilities.

■ **E.R. Holloway Ltd:** Doug Scutt has joined the company as sales and trade planning manager in the newly-restructured home trade division. He has previously worked with both Sangers Agencies and Johnson & Johnson.

■ **Sunbeam Group:** Derek Garrard is appointed sales administration manager. His previous experience includes a period spent as marketing services manager in a multi-national medical instrument company. Sunbeam is part of the Wilkinson Sword Group.

■ **Robinsons of Chesterfield:** Mr Albert Rivers has been appointed sales and marketing director of the company's dressings division. Mr Rivers joined Robinsons as general sales manager of the division in 1980, and has previously worked as general manager of Wilkinson Sword (South Africa) Ltd and sales director of Wilkinson Sword UK.

Green pharmacy

A symposium on "Green pharmacy — herbal products and the community pharmacist" is to be held at the Pharmaceutical Society's headquarters, Lambeth, on October 28. The event is organised jointly by the Society and the National Pharmaceutical Association. Subjects covered will include the formulation and manufacture of herbal products, their quality and efficacy, and use in medical practice.

The registration fee is £10 (closing date October 21 — no fees can be returned). Details from **Mr R. Marshall, Department of Pharmaceutical Sciences, Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN.**

MARKET NEWS

Trading in the doldrums

London, August 31: The Summer holidays combined with the August bank holiday have caused the markets during the past week to be even quieter than previously. While again there were no price changes to record among pharmaceutical chemicals, there were numerous alterations in essential oils, few if any of which could be attributed to the fluctuation of the US dollar value.

Among botanicals Canada balsam remains on offer on the spot although origin appears to be sold out. Spanish agar was somewhat lower while quillaia, sarsaparilla and witchhazel leaves were slightly dearer. A parcel of black-brilliant cochineal was being offered from Tenerife at well under the rates quoted recently by Peru for silver-grey — a reversal of the usual situation.

Pharmaceutical chemicals

Ascorbic acid: (per kg) 25-kg £6.05; 500-kg £5.50-£5.78 as to source; coated £6.27 — (25-kg lots).
Caffeine: BP anhydrous £4.20 kg for 250-kg minimum.
Carotene: Beta — 10% £32.01 kg (5-kg lots); 20% suspension £41.25 kg (5-kg).
Choline: (50-kg lots) dihydrogen citrate £3.40 kg; chloride pure £4.95.
Citric acid: BP per metric ton single deliveries, granular monohydrate £841; anhydrous £887 (powdered £25 premium per 1,000 kg).
Folic acid: 100-kg lots from £65 kg.
Pyridoxine: £21.55 kg for 20-kg lots.
Riboflavin: (Per kg) £24.62 in 10-kg packs, diphosphate sodium £80.30 in 5-kg.
Vitamin A: (per kg) acetate powder ½ miu per g £17.55 (5 kg lots); palmitate oily concentrate 1 miu per g £17.27 (5-£); water miscible £4.84 litre (6-litre pack).
Vitamin D2: Type 850 £49.50; type 80 £5.61 kg (25-kg lots).
Vitamin K1: £1.16 g for 100g packs.

Crude drugs

Agar: Spanish £7.40 kg spot.
Aloes: Cape £1,525 metric ton spot; £1,515, cif. Curacao no spot; £6,850, cif.
Balsams: (kg) **Canada:** Spot £17.30. **Copaiba:** Spot £4.40; £4.25, cif. **Peru:** £9.80 spot and cif. **Tolu:** Spot £5.35.
Cochineal: (kg) Tenerife black brilliant £16.50 delivered; Peru silver-grey £19.05 spot; £19.50, cif.
Podophyllum: Unquoted.
Quillaia: Spot £1,095 metric ton; £1,085, cif.
Sarsaparilla: No spot; £3,555 metric ton, cif.

Tuesday, September 7

Leeds Branch, National Pharmaceutical Association, Dyneley Arms, Poolbank in Wharfedale at 8pm. General meeting. Wives and husbands welcome. Sandwiches provided. Notification of attendance to Mr L. Calvert, Leeds 484746.

Thursday, September 9

Northumbrian Branch, Pharmaceutical Society, Imperial Hotel, Jesmond Road, Newcastle at 7.30. Dr J. M. Smith on "The organisation of a drug information service."

Saturday, September 11

Reading Branch, Pharmaceutical Society. Chairman's "at home" evening, 7.30 for 8pm at 44 Bath Road, Calcot, Reading.

Advance information

National Pharmaceutical Association with the Disabled Living Foundation. One day course on "Aids for the disabled" at the Foundation Centre, London on October 27. Details from Ms M.A. Benson, NPA, Mallinson House, 40 St Peters Street, St Albans.

South Western Regional Health Authority. Courses for pharmacy technicians 1982-83 to be held at Lyngford House, Taunton. Cancer chemotherapy, October 1 (venue to be arranged). Technician update, November 29-30. Manufacturing and quality control, March 30, 1983. Student pharmacy technicians induction course, September 9-10.

The Royal Society, 6 Carlton House Terrace, London SW1Y 5AG. The Philips lecture — "The uncertain road to modern medicines" by Sir James Black, October 14 at 6.00pm.

Admission open but inform executive secretary, 01-839 5561 ext 278 if attending.

Vichy (UK) Ltd. Skin care seminars for pharmacists and staff on October 14 at North Stafford Hotel, Stoke on Trent; October 27 at Airport Moat House, Southend; November 9, Post House, Braintree, Leicester; November 18, Eastcliff Court, Bournemouth; November 23, Rougemont Hotel, Exeter; November 30, Royal Station Hotel, Newcastle. All commence at 7.30pm.

Seeds: (metric ton, cif). **Anise:** China star £2,350. **Celery:** Indian £625. **Coriander:** Moroccan £340. **Cumin:** Indian £1,000. **Fennel:** Chinese £600. **Fenugreek:** Moroccan £325; Indian £400.
Witchazel leaves: No spot; £2,475 metric ton, cif.

Essential and expressed oils

Almond: Sweet in 4-ton lots £1.75 kg duty paid.
Anise: (kg) Spot £12.50; £11, cif.
Bay: West Indian £10 kg spot; £9.90, cif.
Bergamot: £22 kg spot.
Bols de rose: £9 kg spot; £8 cif.
Buchu: South African £110 per kg spot; English — distilled £130.
Cade: Spanish £1.90 kg spot.
Camphor: White £1.15 kg spot; £1.05, cif.
Cananga: £25.60 per kg spot; £25, cif.
Cardamom: English-distilled £120 kg.
Cassia: Chinese £52.50 kg spot £52, cif.
Cedarwood: Chinese £3.65 kg spot; no cif.
Cinnamon: Ceylon leaf £3.30 kg spot; £3.20, cif; bark; English-distilled, £155.
Citronella: Ceylon £2.50 kg spot; £2.35, cif. Chinese £3.50 spot; £3.15, cif.
Clove: Indonesian leaf £2.35 kg spot; £2.10 cif. English distilled bud £57 spot.
Eucalyptus: Chinese £2.85 kg spot; £2.75, cif.
Fenel: Spanish sweet £7.50 kg spot; bitter £7.40.
Geranium: Bourbon £37 kg spot; £36, cif.
Ginger: Chinese £22.50 kg spot; £22.50, cif, English, distilled (ex W. African root) £78; ex Indian £85.
Lavender spike: £12.55 kg.
Lemon: Sicilian best grades about £14 kg in drum lots; Other sources from £12.
Lime: West Indian £13.50 kg spot.
Mandarin: £18.50 kg spot.
Nutmeg: East Indian £8.80 kg spot; £8.40, cif, English distilled £15.
Olive: Spanish £1,817 per metric ton in 300-kg drums ex-wharf, EEC origin £1,475.
Orange: Florida £0.80 kg spot and cif.
Origanum: Spanish 70 per cent £19.25 kg.
Patchouli: Indonesia £23 kg spot; £21.50, cif.
Pennyroyal: From £5 per kg, cif.
Pepper: English-distilled ex black £140 kg.
Peppermint: (kg) Arvensis — Brazilian £7.60 spot, £7.85, cif. Chinese £4 spot; £4.05, cif. American piperata £13.
Petitgrain: Paraguay £8.50 kg spot; £8.20, cif.
Rosemary: Moroccan £6.80 kg spot; Spinach £8.45.
Sage: Spanish £17 kg spot.
Sandalwood: Spot Mysore £63 kg. East Indian £62 kg.
Sassafras: Brazilian no spot; £2.35 kg, cif.
Spearmint: Chinese £9 kg spot; £8.75, cif. American from £12.50 spot.
Thyme: Red 45-50% £19.80 kg spot. 50-55% £22.75.
Vetivert: Java £25 kg spot; £24, cif.

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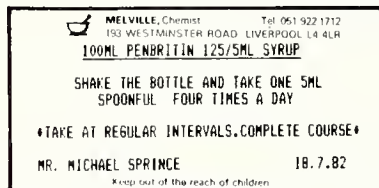
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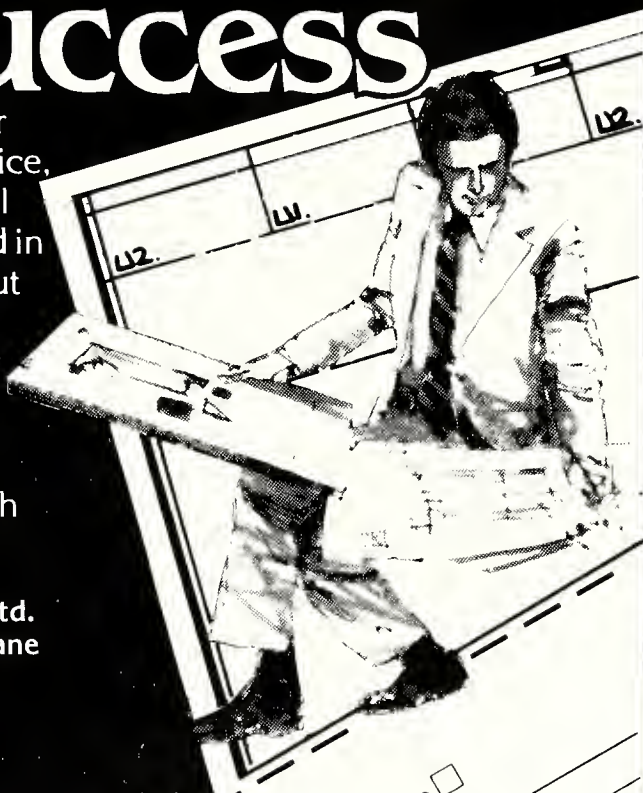
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